

HIGHLAND PARK, S. L. C. 1910-

A development by Kimball & Richards, "Land Merchants"

By: Jeff Plant

Arch 527

May 31, 1989

Highland Park

In March 1910 , Salt Lake City annexed 903 acres of new territory to the city, included in this territory was 300 acres to be known as the Highland Park subdivision.(see ad on next page). Boundaries for this district are between Elizabeth Street (1140 East) and 1500 East, from Parkway Avenue (2400 South) to 2700 South. Highland Drive, which transverses part of Highland Park district, is the main traffic route connecting this subdivision to Sugarhouse business district to the north.(see enclosed map on facing page).

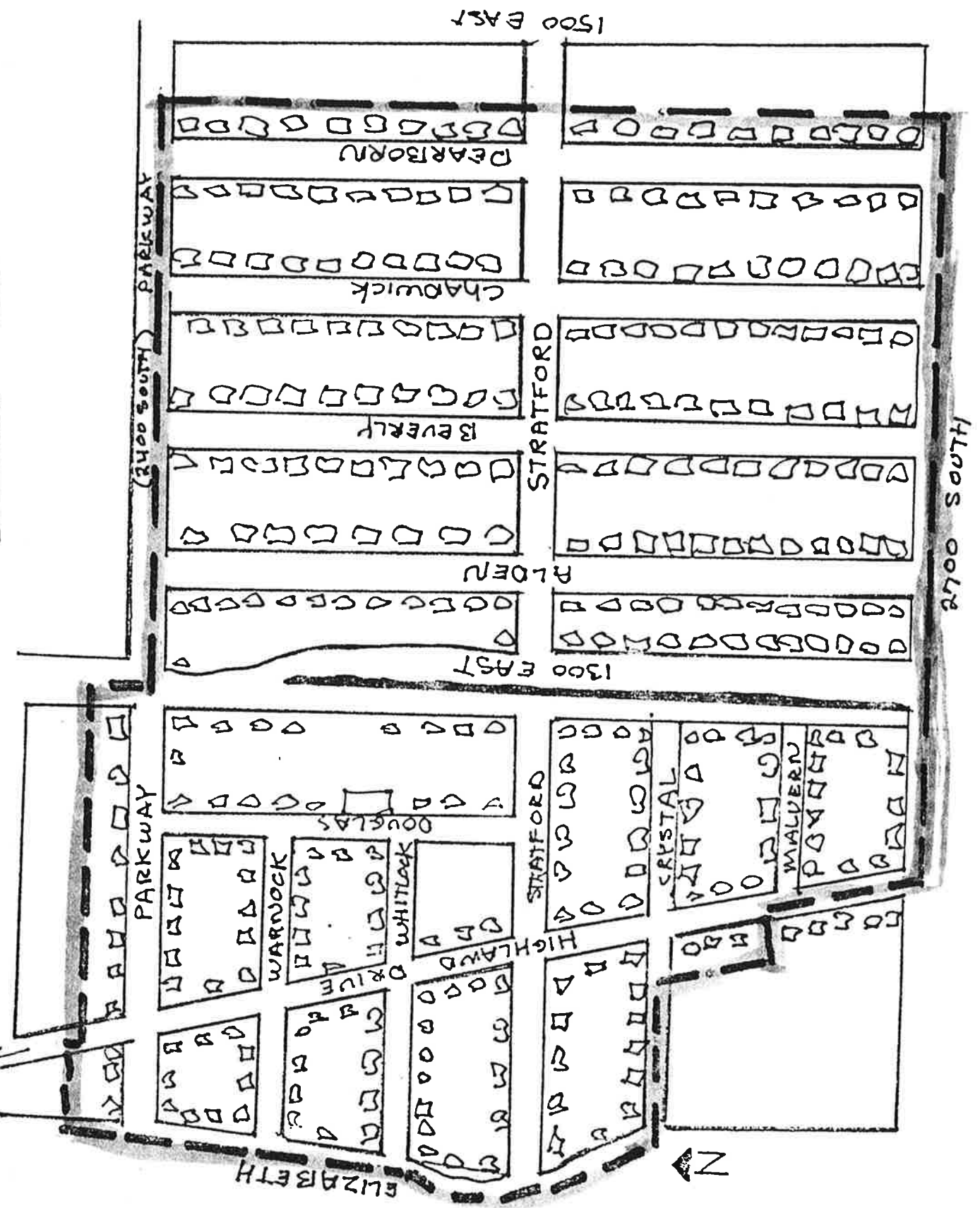
Highland Park was developed by the firm of Kimball & Richards, "Land Merchants". This firm was owned and operated by Don Carlos Kimball and Claude Richards. Both men were Utah natives and members of the LDS church, unlike the vast majority of the real estate men of the 1880's and 90's, who were non-mormons from out of state.⁽¹⁾ In fact, Claude Richards was ordained a priest in September 9, 1902.⁽²⁾ He taught school in Richfield and Sevier counties and was a principal of Parawowan school until 1905 when the firm of Kimball and Richards was formed. D. Carlos Kimball previously was a salesman at ZCMI.

The firm of Kimball & Richards actually consisted of three separate corporations : (1) Kimball & Richards "Land Merchants",which marketed the subdivision; (2) Kimball & Richards Building Company, which custom built many of the homes for buyers on the lots promoted by the "Land Merchants",and (3) Kimball & Richards Securities Company, founded in 1913, which provided financing at competitive rates for credit worthy customers.⁽³⁾

Prior to the development of Highland Park in 1910, D.C. Kimball made an extensive trip to southern California and Los Angeles to study the California market and the promotional methods used there. He incorporated some of these ideas gained there in the development of Highland Park, such as planting of

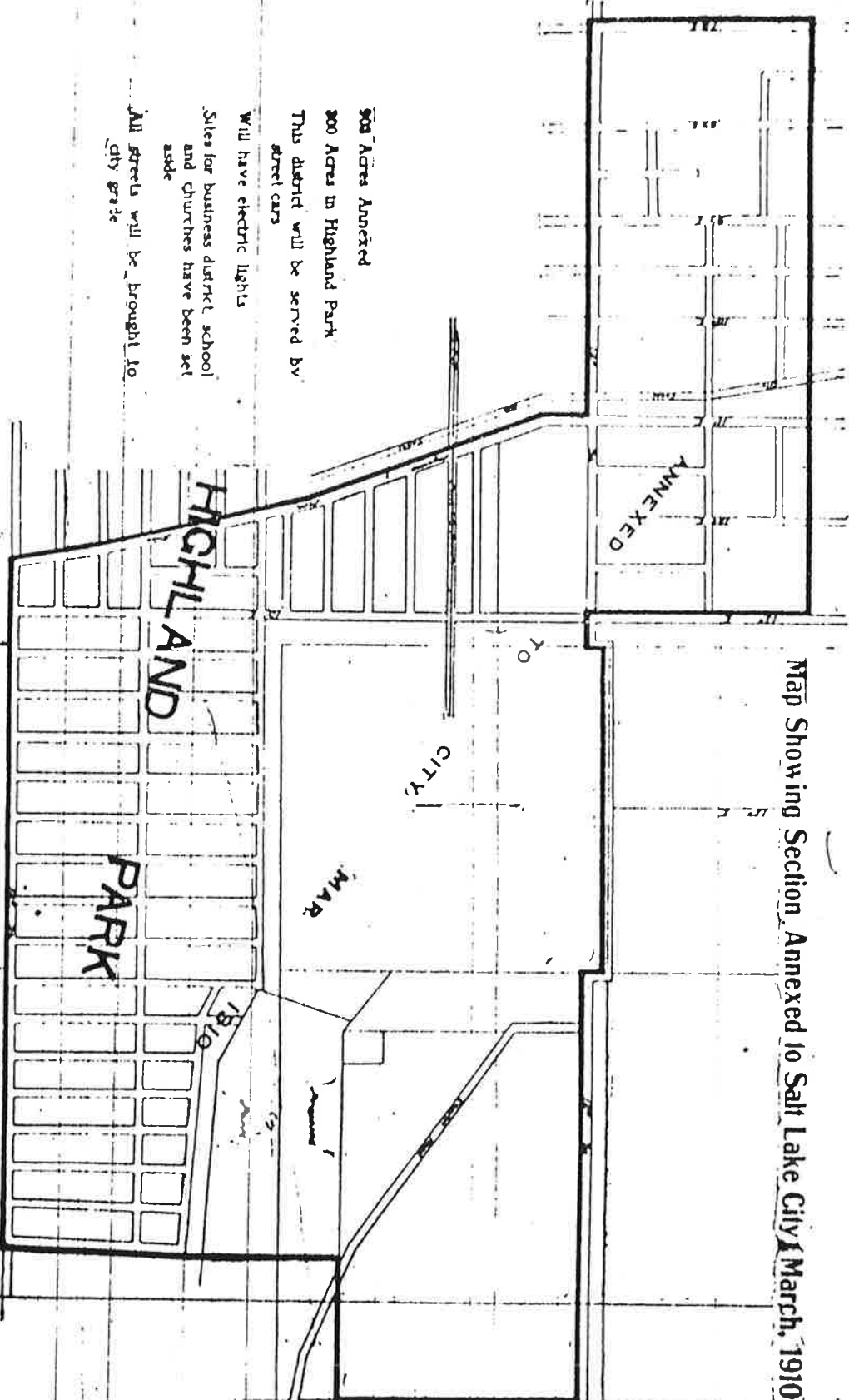
TO SUGARHOUSE

HIGHLAND PARK



NEW TERRITORY RECENTLY ANNEXED BY CITY

Map Showing Section Annexed to Salt Lake City March, 1910



- 300 Acres Annexed
- 300 Acres in Highland Park
- This district will be served by street cars
- Will have electric lights
- Sites for business district school and churches have been set aside
- All streets will be brought to city grade

The map shown herewith shows the territory recently annexed to the city. As will be seen from the plate, the Highland Park district covers approximately one-third of the annexed section. The Highland Park district begins just below Twelfth South on Western Park, and extends south and east. The Sugar House district adjoins Highland Park on the north, while the Forest Dale district is immediately to the west.

The Sugar House car line runs to within a short distance of Highland Park. The prospects are very encouraging for a direct car line through the property within a very short time.

Since the annexation the city has decided to run water mains along the streets in Highland Park, thus assuring ample water for all purposes. Arrangements are under way to extend the electric light lines into Highland Park, so that as soon as building commences all these advantages will be available.

up for residence purposes one of the largest and most favorably located sections in the entire Salt Lake valley.

One condition of the annexation was that all the streets should be brought to city grade, under the supervision of the city engineer. To insure this Kimball & Richards gave a bond of \$7500 to the city. The work already done shows that the "land merchants" are doing all that they agreed to do—and more. The street grades are being made according to the original survey, and when completed will present an appearance unequalled in any other residence district in Utah.

In addition to grading the streets, Kimball & Richards are curbing many of the streets and parking them. The sidewalk walks—twenty miles of them—are being curbed, and even thousand shade trees have been ordered and planting is about to begin.

With all these things taken into consideration, one must agree that Highland Park is a decidedly unusual proposition and offers many advantages.

HIGHLAND PARK GO INVESTMENT

Improvement Work Done Means Proper Be Equal to Be

MANY SALES PR VALUES WILL

Visits to Tract On Kimball & Richards Are Invited.

WHAT YOU BUY WITH HIGHLAND PARK

Streets graded, curbed and shaded. Trees to adorn property. Five-foot cement walks sides of street. Lots facing any way but very few facing north. Rights on alley to rear every lot. Lots in new residences where surroundings will modern and up to date. Best property which you are making more value year.

Lands adjacent to the tract of Sugar House, growing by leaps and bounding for streets and the light service have been promised favorable.

Many natural advantages way of pure air, beautiful pasture, view, and good the business district's smoke.

It is pay to invest in Park land is the greatest

trees in the grass area between sidewalks and the curb, and the use of new architectural styles.⁽⁴⁾

Kimball & Richards were very involved in the "city beautiful" movement which was a movement among the local architects and real estate developers to co-operate and "help home builders achieve some real architectural beauty, to help them get away from the stereotypes of residences that we see so many of-home that look as though they came from molds."⁽⁵⁾ They wanted to help design homes to fit the environment. In April, 1919, C. Richards presented a plan that proposed the following ideas for a more attractive home: (1) He urged leaving natural contour of the hillsides as the landscape background. (2) Deplored practices of making deep cuts for roadways, roads should follow the contour of the land. (3) He also condemned extreme subdividing of lots and facing buildings in a way that some back doors face the front doors of others.⁽⁶⁾ These ideas were very apparant in the development of Highland Park subdivision , as we will see.

With the annexation of Highland Park, Kimball & Richards petitioned the city council for the extension of city water service to the Highland Park tract. The route for the new water main, as recommended by the waterworks committee, was on 13th East from 12th South to the Highland Park property. Along with Kimball & Richards petition, there were two other petitions for water extension in the southeast quater of the city , showing the rapidly growing southeast portion of the city. The Salt Lake Tribune reported that, "special interest is attached to the action on the Kimball & Richards petition, in view of the fact it brings city water service to the largest addition now before the investing public of Salt Lake City."⁽⁷⁾ The extension of the water main was not only of interest to the owners of Highland Park, but also to the residents all along the route, which included the business district of Sugarhouse.

The lack of city water service previously was the bone of contention which delayed the annexation of Sugarhouse for several years. ⁽⁸⁾

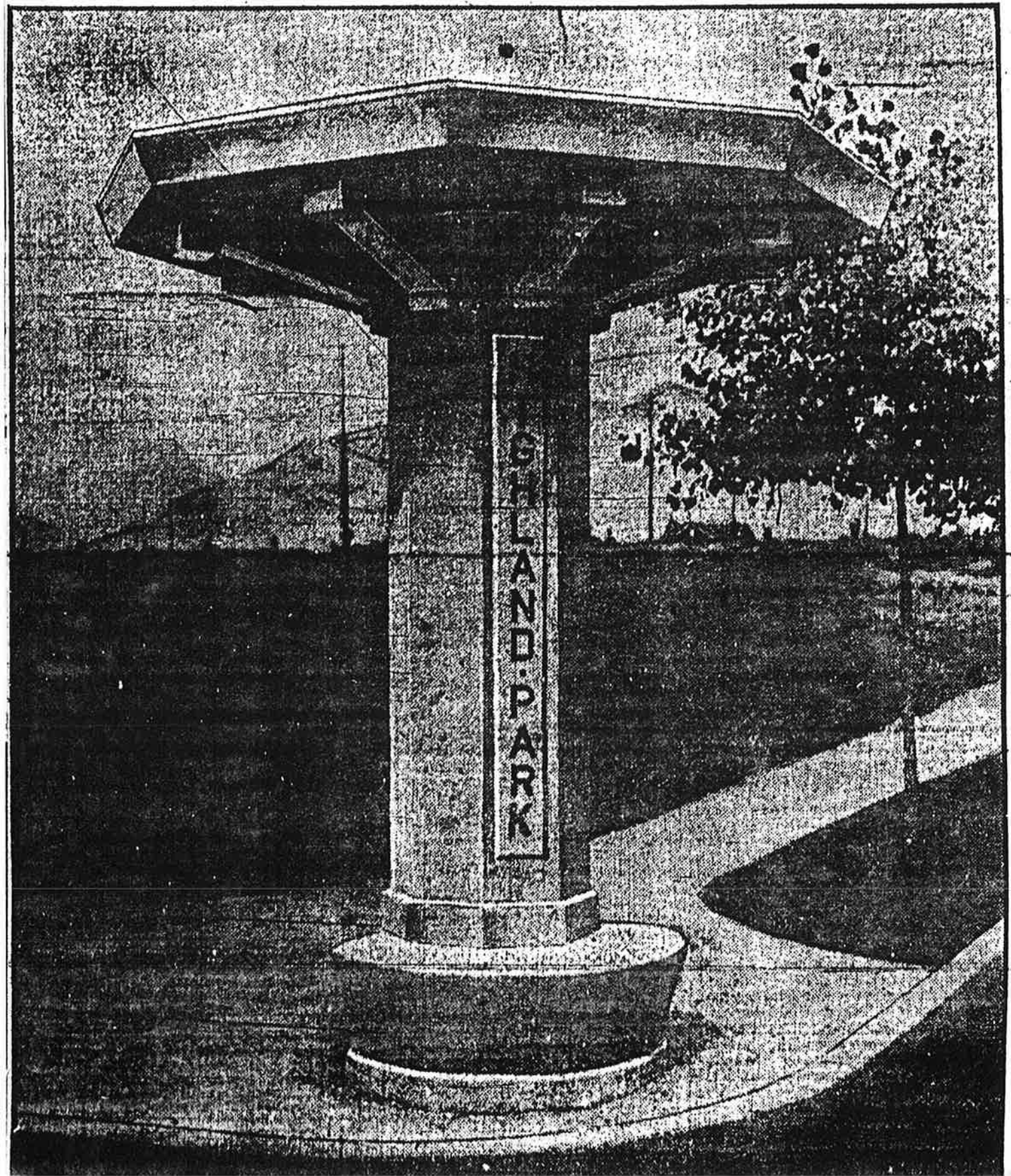
One condition of the annexation was that all streets in the property should be brought up to city grade. To insure this Kimball & Richards had to give a \$7500 bond to the city. Along with this bond Kimball & Richards outlined to the city a program which involved the expenditure of \$100,000 which included street grading (66ft wide streets) and curbing, cement sidewalks on both sides of the streets, the planting of 7000 trees. ⁽⁹⁾

By June 1910, telephone lines had already been run to the subdivision. In 1911, Utah Light and Railway Company constructed a new power distribution substation at 2420 South Highland Drive, for the purpose of supplying the growing light and power needs of Highland Park and other areas in the southeast of Sugarhouse. (See Slides #1 & #2). Gas mains were installed shortly afterwards.

Up until 1912, paved streets and trolley service extended from downtown to Sugarhouse, but did not extend into Highland Park. In June 1912, Utah Light & Railway Co. extended its trolley service along Highland Park Drive, which transversed Highland Park subdivision. ⁽¹⁰⁾ By this time Highland Park had been properly divided by graded streets, the waterworks system had been carried into and distributed throughout the ground and public fire hydrants had been installed. ⁽¹¹⁾

In June 1913, Kimball & Richards got a big boost with the announcement of the possible extension of asphalt street paving from 12th to 13th South streets and directly through Highland Park. To encourage the immediate implementation of this proposal, Kimball & Richards offered to pay the city's cost of paving the intersections. The following excerpt from the Salt Lake

ONE OF THREE WAITING STATIONS AND MONUMENTS ERECTED
BY KIMBALL & RICHARDS, "LAND MERCHANTS" AT HIGHLAND
PARK. HERE IS REST WHILE WAITING FOR THE CAR



City Tribune describes the benefit this extension would make to Highland Park subdivision: "The proposed paving extension will add to the city one of the finest driveways in the country, connecting as it does, with the beautiful county highway to Holliday and Cottonwood canyon. Thousands of automobilists[?] will now be able to turn east from the end of 9th East street paving terminus and enjoy this delightful drive through beautiful Highland Park, where attractive new houses line the broad streets." (12)

One very unique feature that Kimball & Richards incorporated into the subdivision in June 1913, were three very ornamental "waiting stations". (see enclosed photograph facing page.) The waiting stations with its umbrella like roof served as protection against the weather for as many as four people while waiting for the street trolley. The waiting stations were also equipped with a drinking fountain. The name "Highland Park" was clearly visible by the use of mosaic tile embedded into the concrete. These waiting stations were located at the corners of Highland Park Drive at Parkway Avenue, Stratford Avenue, and Fielding Avenue.

A major factor in the rapid growth and expansion of Highland Park was largely due to the extensive wide spread promotion and advertising campaigns of Kimball & Richards . Large advertisements appeared regularly in Sunday local newspapers emphasizing the virtues of the subdivision. In the early stages of development of Highland Park, promotion stressed all the "planned improvements" being made in the development including , as mentioned before, paved streets and curbing, sidewalks, utilities improvements, and especially the landscaping and lot situations. (see next four inserts on following page). Kimball & Richards even went to the extent of giving directions in the advertisements on how to take the trolley to see their subdivision on a weekend outing. Other advertising promotions included a 30' by 8' billboard which was

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Promises Fulfilled

Two years ago Kimball & Richards offered the investing and home buying public an exceptional opportunity.

Highland Park, a beautiful new residence subdivision, was offered at very low prices on easy terms.

Kimball & Richards made a number of promises regarding the modern improvements.

Here they are with the fulfillment:

1. Streets graded to permanent city grade.

This work is now practically complete.

2. 7000 ornamental shade trees.

They are already planted and growing.

3. City water.

That has been in and used since July, 1910.

4. Electric lights and telephones.

Highland Park residents have had electric lights and phones for more than a year.

5. Cement sidewalks.

Several miles of 5-foot walks are already laid and this work is progressing.

6. Modern homes.

23 homes are built at a total cost of over \$60,000.00.

7. Street car service.

Poles and wires are in, ties and rails are being laid, cars will be operating over Highland Park Drive within 30 days.

Highland Park is a fine place for your home now.

There are a few choice lots left at alluring prices and on easy terms. Will gladly take you out to investigate.



Another Opportunity

Now comes Plat "C." Just south of Highland Park.

Benefited by all of the value increasing improvements there.

Platted to fit the excellent street system of Highland Park.

The same fine street grades, giving terraced fronts to lots.

To be improved with—

Cement walks.

Graded streets.

Shade trees and the street car to Highland Park will pass along the chief street.

This property will be the first residence property to receive the overflow growth of home building from Highland Park.

So it is sure to have a very rapid growth and advance in values.

The prices are tempting to the man who is looking for a safe investment with a big likelihood of large profit.

And also to the man who is buying a place for his home a year or so in the future.

Only \$175 to \$275 per lot.

On terms of \$3.50 to \$5.50 down, and that much a month.

Now is your time to make a start. These prices are sure to advance as soon as the car line is completed.

Phone us at once to take you out to see it.

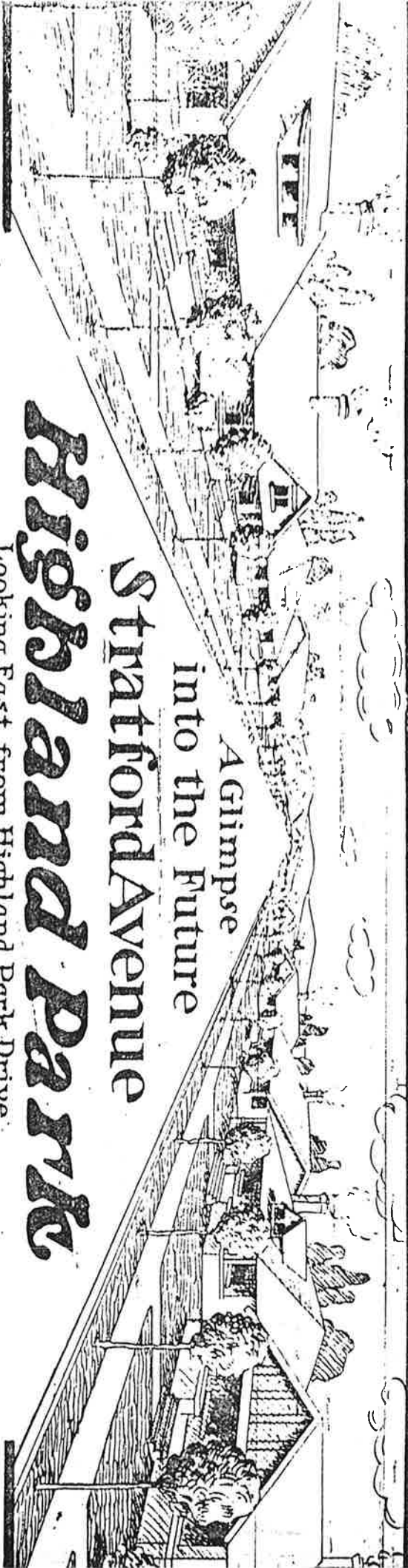
Kimball & Richards

"Land Merchants."

56 AND 58 MAIN STREET, SALT LAKE CITY, UTAH.



Highland Park



Highland Park

Looking East from Highland Park Drive

A Glimpse
into the Future

Stratford Avenue

Water mains are now being laid to

Highland Park

The largest private extension in Salt Lake

The actual work of extending the city water mains into Highland Park has begun. The pipes have been distributed along the route, and work will be pushed with all possible speed.

This assures the only thing that was lacking to guarantee the future of Highland Park.

The street grading has been practically completed on a large part of the

These are the improvements being made in Highland Park.

Graded Streets

Permanent City Grades

Curbed Streets

Up on a Large Section

Parked Streets

All Over the Tract

Paved Walks

Five Feet Wide in Front of Every House

homes are nearly completed, and others are being erected as fast as possible. At least fifty homes are assured for this year.

If you ever expect to invest in real estate, we advise that you buy in Highland Park now.

Every day the position of this splendid suburban district as Salt Lake's finest residence section is being em-

Some of the
of Highland

Perfect Location

High, Dry Bench

Commanding

Of the Entire Salt

Valley

Fine Elevation

Every Lot is Level

Accessibility

Twenty-five

on the Corner

Surrounding

HOMES IN HIGHLAND PARK

BUSINESS

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8120
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of a national referendum on the issue will help the bill.

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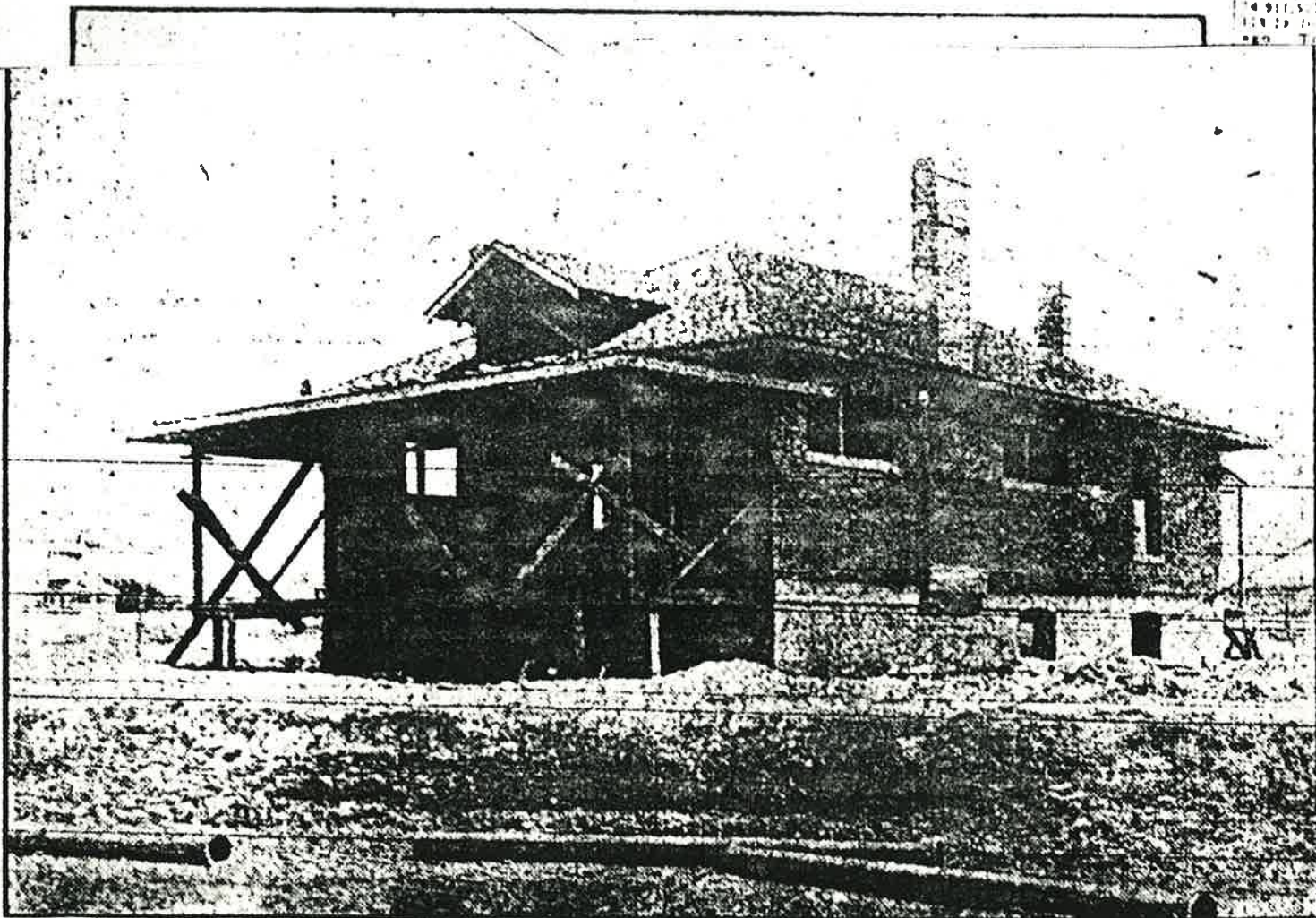
**AY HE
THEIR**

Short Time City Tr



Has the veil of long shroud raised at last? It has been perfected with reasonable accuracy in the position of an individual in the life as to assist in taking advantage

Roxroy, a man years been delving the occult, making the various methods of people, seems to round in the last predecessors. Left office from all past



House under construction by Kimball-Richards Building company in beautiful new southeast bench residence addition. This building is typical of the class of structure being built there though the designs and materials are varied.

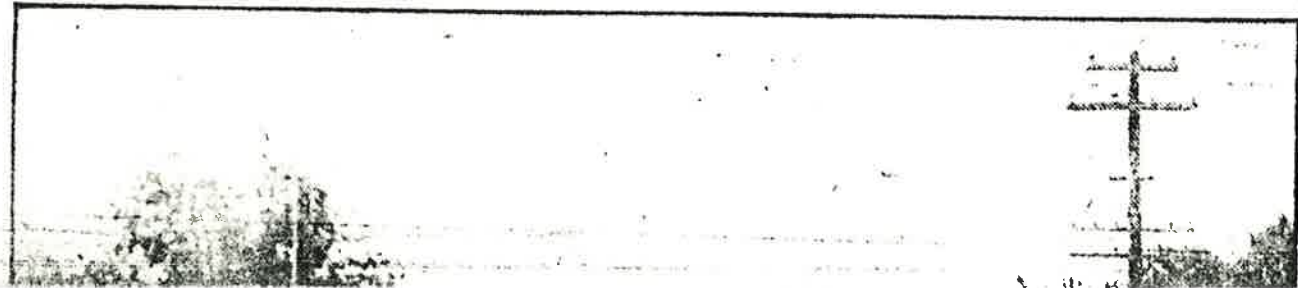
The above picture shows a house, that is nearing completion on Highland Park street, which is the continuation of Eleventh East street, south of the business district of Sagarhouse. This house is one of a group that are now being constructed by the Kimball building and construction company. The same company designs and builds fifty houses that will rank with the one shown above in beauty and the value of architecture as well as in general construction and in the use of constructive

... is building
... will be about
... houses in the
...
... are they arranged in one long

row, but are scattered over a considerable area of Highland Park, the beautiful, distinctively residential addition handled by Kimball & Richards. Each house is separate and occupies two lots.

In the foreground of the picture may be seen the pipes for the six-inch water main, which is being connected with the city system at the expense of Kimball & Richards. The trench for the laying of these mains is now being dug, and in another week it is expected that they will be ready for water to be turned on. Other city conveniences are coming to Highland Park, too. There is a telephone already on the ground, and electric light feed wires are already at hand. Gas mains have been promised. The house shown above is within about five minutes' easy walk of the street car and an extension of the service is

already promised which will bring the cars right past the door.



placed at the intersection of 1100 East and 2100 South, featuring a large arrow pointing the way to Highland Park.⁽¹³⁾ Kimball & Richards also had automobiles constantly taking prospective customers out to the subdivision. They also built a small building to use as a sales office on the site , so there was a salesman always available.

Kimball & Richards also enticed prospective buyers by constantly reporting their sales of the week in the local newspaper with quite a bit of hype. For example, on March 27, 1910 the Salt Lake City Tribune reported that Kimball & Richards had a " heavy sale of lots in the addition, something over 400, or about one-seventh of the total lots having already being disposed of. The addition has been on the market only three weeks. At times four automobiles have been running to carry prospective purchasers to the tract." ⁽¹⁴⁾ In June 1910, Kimball & Richards reported sales to the number of 594 in the first six months , which meant an average sale of 99 a month or close to four a day. They reported in May 1910, that their intention was to build 50 more homes that summer alone.

In May 1910, Kimball & Richards published a promotional booklet which was described as " the most elaborate thing of the kind that has ever been prepared to boost Salt Lake city real estate, and in itself is a thing of beauty, both in design and workmanship. ⁽¹⁵⁾

As the first house neared completion in June 1910, a large ad picturing the house was show in the Sunday paper (see facing page). (Slide # 3 shows how the house looks today.) This idea was carried throughout the subdivision's development, as seen in the accompanying advertisements (next page inserts # 5,6,7) that were in the Salt Lake Tribune on May 7, 1911.

Two other very innovative promotions included an architectural design contest held in March 1913, which was supervised by the Utah Association of

ing rate on this class of security is 1-2 per cent. These figures are quite low compared to the interest charged in Salt Lake City at the present time. In Salt Lake City there is little money available at the present time or less than 7 per cent. Seven per cent, in fact, is considered a low interest. The average of loans made is 7 per cent of this figure.

Big Interest Is Charged.

It would be a safe bet to say that out of the loans will run over 8 per cent. It is said that some loans will be as high as 15 per cent a year, especially on small mortgage loans. Many loans at from 9 to 12 per cent are re-

Via Oregon Short Line. Low rates to northern Utah and Idaho points. See O. S. L. agents for rates and further particulars. City Ticket Office, 156 Main street.

New Insurance Company.

The Rochester-German Fire Insurance company of Rochester, N. Y., has been admitted to do business in Utah. The company has a capital of \$100,000, fully paid up, and a surplus of \$166,000. This makes five companies admitted to the domain of Utah for business during the past month, three life and two fire insurance companies.

Tribune Want Ads.

Bell Main 5200.

Independent 360.

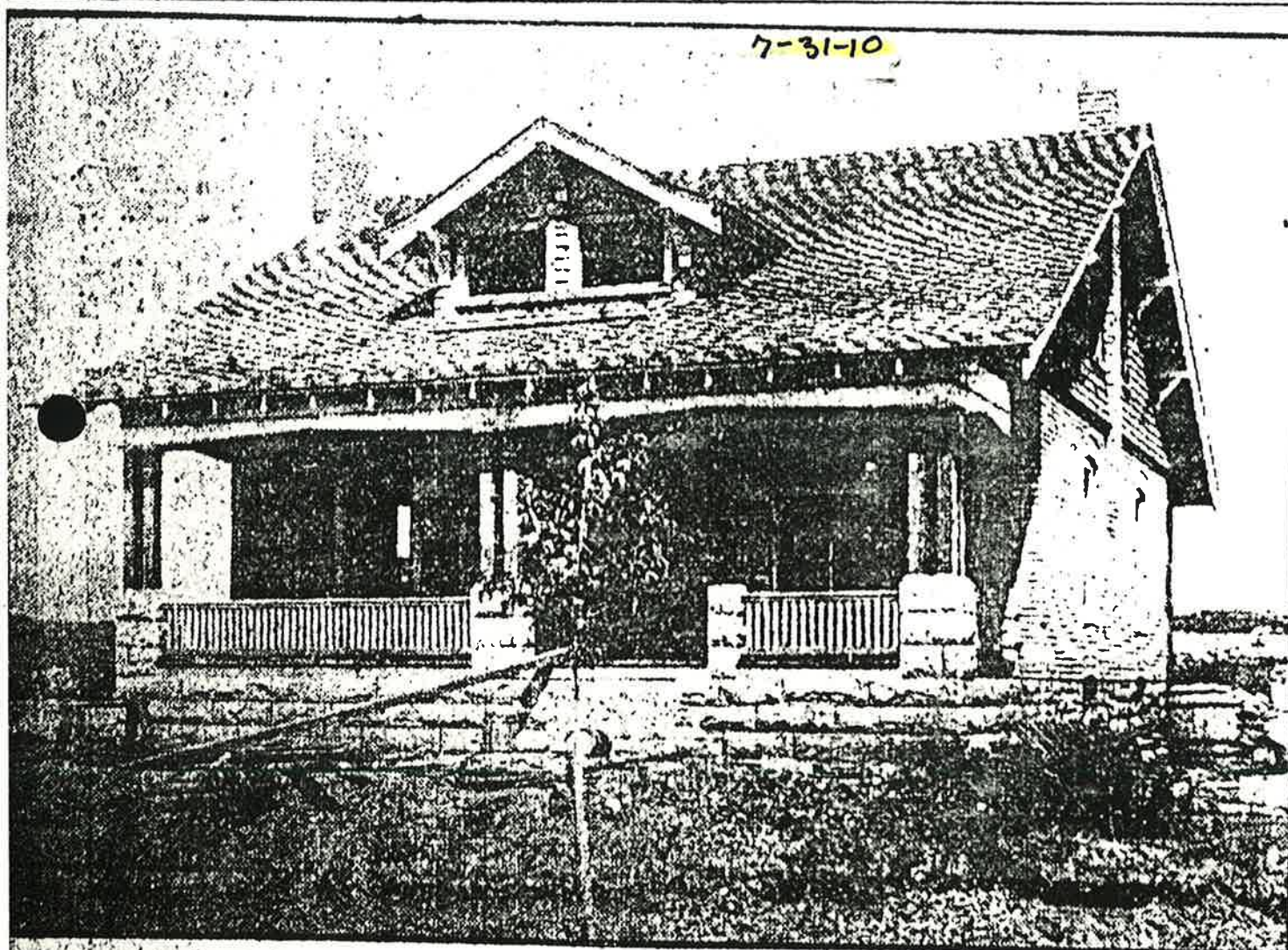
Suspense account	\$ 91
State roads fund	2,825.00
State bounty fund	1,638.07
State land funds	
Agricultural college	5,917.07
Deaf and dumb asylum	5,741.97
Insane asylum	13,756.07
Institute for blind	3,957.78
Miner's hospital	39,064.11
School of education	8,244.16
Reform school	18,777.81
Public buildings	26,542.11
Reservoir	22,018.73
School	18,372.67
School of mines	9,064.21
University	7,363.01
Total	\$187,441.81

Tribune Want Ads.

Bell Main 5200.

Independent 360.

Highland Park Homes Ready for Occupancy



The name of Stayner is intimately associated with the early history of the city and the industry from which that ward took its name. It is so associated with one of the latest developments in that district, which is becoming one of the most popular as well as most popular in Salt Lake City. The above cut shows the

home which will be occupied by J. H. Stayner, son of the pioneer of the same name. It is among the first houses to be occupied in Highland Park, which came into the city with Sugarhouse, to which it is contiguous. The house was built by the Kimball-Richards Building company and is typical of the class of house being erected by that company in Highland Park. While there is a

wide range of style and general appearance in the houses under construction there by the building company, they must all reach a certain standard of taste and durability, which may be gathered from the above cut. The house is on Stratford avenue, near the corner of Terrace, standing on a slight uprising which commands an unrestricted view of the Salt Lake valley.

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of 1909
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was \$3.1
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REAL ESTATE

The Salt Lake Real Estate Association has petitioned the court for an injunction against the sale of real estate in the city.

Bell Main

New York principal felt badly. Notice of the York Board of July 14. cents per on the in payable building. 15 1910. Assessment said Aug. and adver and under be sold of p. m. of frequent with the houses of

Room 204

Utah

Notice of all me and design No. 259. World's w ing, the 2 hour of 1 the regul elation to street. Sa business taking up the societ of Utah, corporation for the n All men please go

(Seal.) S. B. W.

9-7-19

(6)

A Few Choice Lots at Pre-War Prices

Although Highland Park has grown by leaps and bounds during the last few years, there has been no change in the price of building lots since before the war.

Today there are over 200 homes actually built or under construction, and the population now consists of more than 500 people. Extensive improvements, both public and private, have been made, at a cost of several hundred thousand dollars. At the present time there are more new homes under construction at Highland Park than in any other subdivision in the city.

All of this development has added very materially to the value of building lots, and yet the selling price has not been increased.

HIGHLAND PARK

"Utah's largest improved and restricted
homeplace"

While most of the lots in this beautiful residence park are held by individual owners, there are a few choice lots which this company has secured through exchanging for home and other property. These fine lots are scattered throughout the tract. They are all excellent building sites and the prices are low-

er than in any other improved and restricted section of the city.

Every home in Highland Park is protected by reasonable building regulations. The photographs here reproduced show some of the many fine homes and beauty spots of this superb homeplace. Paved streets, express car service, a church, a school and very modern facility serve the convenience and comfort of homeowners.

While they last, these large building sites—50 feet wide—are being offered for \$300 to \$700 each, including cement sidewalks, shade trees, city water and graded streets. The terms are \$6 to \$14 down and the same each month.

As there are only a few lots now for sale and the demand is greater than ever before, it will pay you to ACT AT ONCE.

When can you go see for yourself? Come in or phone—Wasatch 686—and we'll call for you.

Kimball & Richards

"Land Merchants"

54 Main Street

Salt Lake

Highland Park
Chapel



⑦

One-Third of A Million Dollars

5-7-11
7

This vast sum will be spent by Kimball & Richards in Highland Park.

These Ten Modern Homes are already completed and families are living there.

Five thousand ornamental shade trees are planted and growing.

City water mains are laid and the water is being used in the homes.

Five foot cement walks are now laid in front of all completed homes.

Permanent street grades are already completed on ninety percent of the streets.

Ninety-two Thousand Dollars

Has been spent for improvements during the last twelve months in Highland Park!

More than one thousand purchasers have already taken advantage of this opportunity to get a beautiful homesite or make a profitable investment.

You should do the same.

Prices now \$140 to \$280 a lot, - \$7 to \$15 down and the same each month will start you.

Take an auto ride with us Monday and see for yourself.

Send the coupon today for some interesting literature on Salt Lake real estate.

OPPORTUNITY COUPON. T 5-7
Kimball & Richards, Land Merchants,
56 and 58 Main, Salt Lake City.
Gentlemen: Please send me free booklet and details
about your beautiful Highland Park.

Name

Address

Occupation

Kimball & Richards

"Land Merchants"

56 and 58 Main Salt Lake City

Both Phones 3002.

PROGRESS IN
HIGHLAND PARK

Architects, and in July 1914 a photography contest was held for the best picture taken inside Highland Park subdivision. (see inserts #8,9 on next page)

Another very popular promotion was an annual exhibit in the Utah State fair. In October 1916, it was written about Kimball & Richards' fair exhibit, "for the past seven years this well-known real estate firm has conducted an interesting "land show" at the fair and each year the exhibits have been better and more costly. The various departments of Kimball & Richards many-sided businesses have been worked out in detail. A section of the exhibit is devoted to the city lot and home business, showing a typical residence street in a modern subdivision, with a group of homes. At night the tiny house are lite with electric lights." (17) "One of the most striking features of the display was a series of banners mounted on the fences which surrounded the exhibit. They were arranged so as to be easily read from any angle, and told a brief story of the many phases of Kimball & Richards service. "The object of the display is to show the work of the big realty firm in city building, and in furnishing homes and farms to a large circle of customers."

Kimball & Richards also realized another important factor that would attract people out of the city and into the suburbs. Not only did people want to escape the smoke , pollution, and noise , but they were " also anxious to get away from the older sections of the city, where building restrictions and uniform improvements were not carried out." (18) Restrictive covenants were included in the deeds of all Highland Park property from the very beginning of the development, as seen in the advertisement in the Salt Lake Tribune on June 12,1910. (see insert # 10 on facing page).

It was noted in 1914, that "Highland Park with its 354 acres, all under reasonable building restrictions, is by far the largest uniformly improved and restrictive residence section in the state, and one of the largest in the

YOUR LAST CHANCE

8

to win part of that \$100 in cash, which will be given for the best kodak photographs taken in

Highland Park

up to July 10, 1914.

This is the last week of this big contest. Friday is the last day. All photos and negatives must be in our office by 12 o'clock noon of Friday, July 10, 1914.

Hundreds of amateur photographers with all sorts and shapes of kodaks have been "discovering" the many beauty spots of Highland Park. And scores of them have been delighted with the beautiful scenes.

It is not too late for you to win. Get your kodak or borrow your neighbor's. Go out today. Scrool all over this beautiful residence park. Take all the views you can. Select your best ones and bring them to our office at once.

\$50 first prize;
\$25 second prize;
\$10 third prize;
3 prizes of \$5 each.

RULES:

Only kodak views allowed. All to be postal card size or larger.

Open to amateurs only. No employees of Kimball & Richards can participate.

All views must have name and address of contestant and date clearly written on back, and must be accompanied by the negatives.

All photos and negatives entered in contest to become property of Kimball & Richards. Contestants can enter as many photos as they desire.

Views of homes and grounds, vacant home-sites, tree-lined street scenes, panoramas and birdseye views are desired. Give us what you like best.

All photos and negatives must be delivered to our office not later than 12 o'clock noon of Friday, July 10, 1914.

Judges:

Mayor Samuel C. Park, Park Commissioner Heber M. Wells, Mr. A. O. Treganza, landscape architect, member Civic Art Commission, member of firm of Ware & Treganza, architects.

Prize winners will be announced July 18 and 19.

Go out today

Call at our office for full detailed information and one of our new booklets on Highland Park.

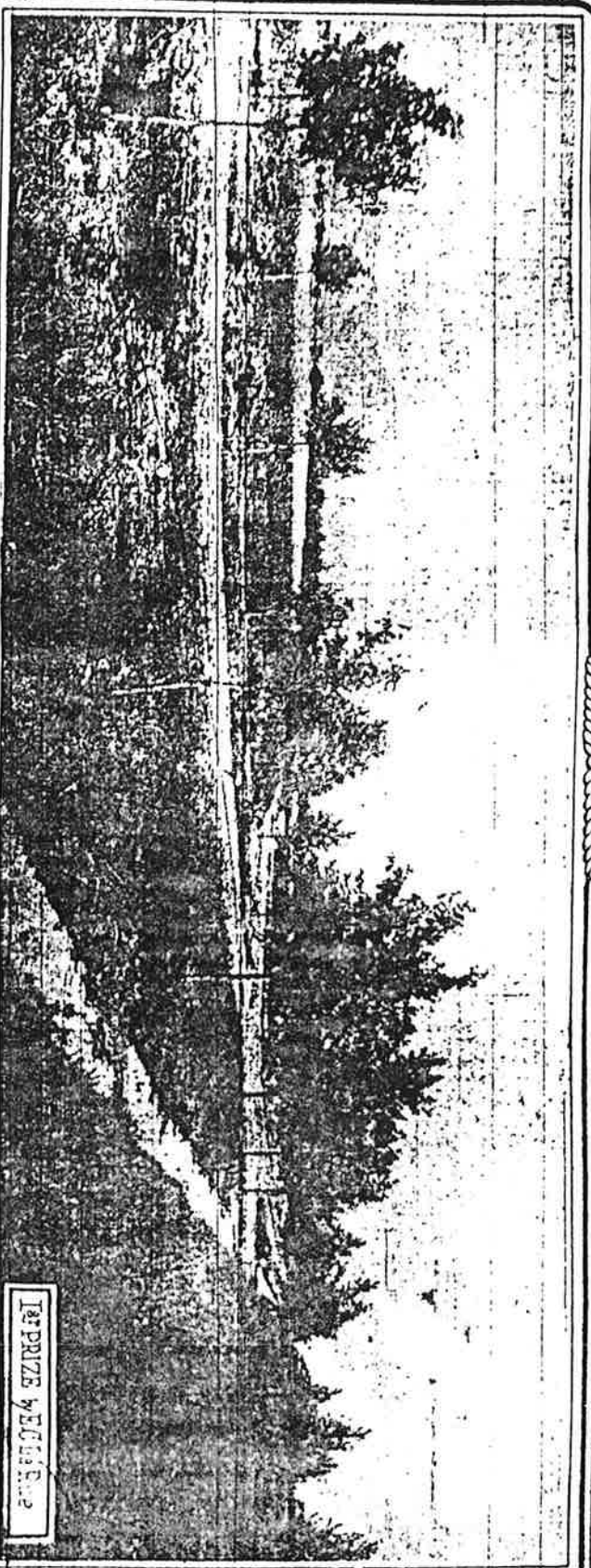
Phone—Wasatch 983

Kimball & Richards

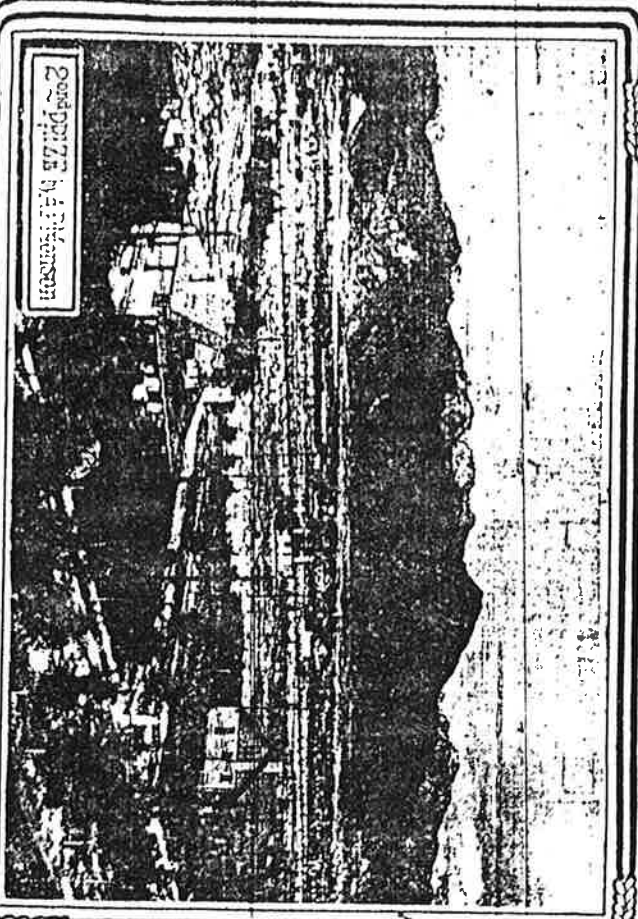
JURGES

PRIZE PHOTOGRAPHS TAKEN IN HIGHLAND PARK

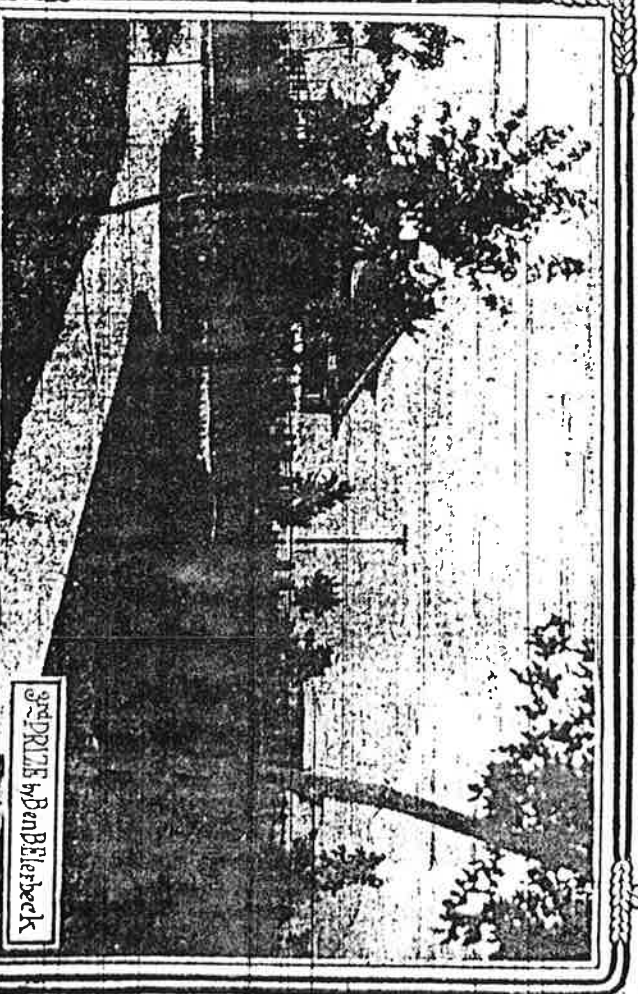
Kimball & Richards, "Land Merchants," pay \$100 to winners in popular photo contest.



1st PRIZE by E. C. R. 2



2nd PRIZE by J. J. Thompson



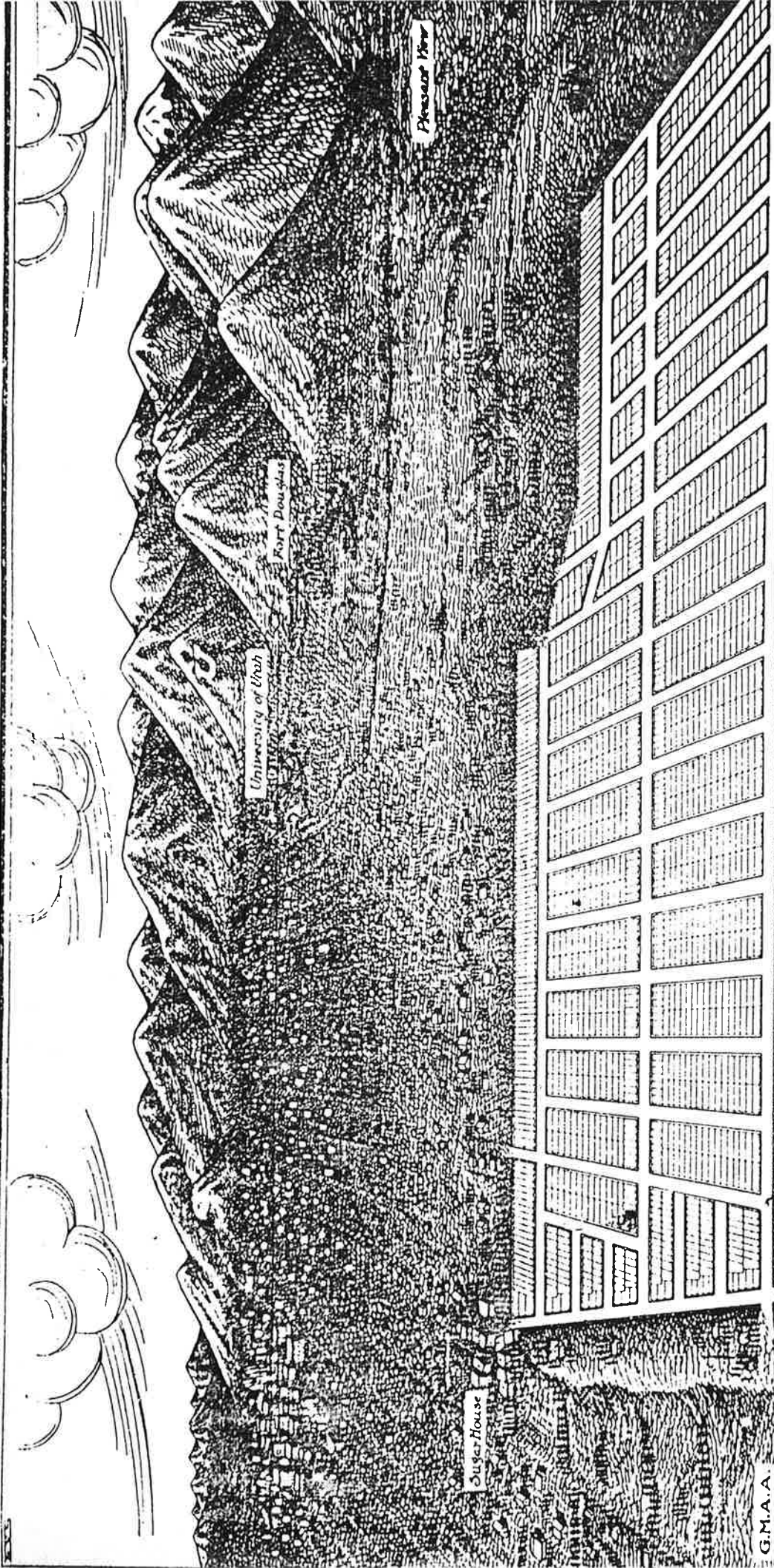
3rd PRIZE by Ben B. Lebeck

ush prizes totaling \$100 have just been awarded to winners of the popular Highland Park Photo Contest by Kimball &

2nd Prize, \$25. A. P. Mouson, 205 East 10th South, Moens, Cleverly Co.

Many of the other contestants submitted a number of unusually good photographs and the work of the judges was by

brary.



BIRD'S EYE
VIEW OF

Highland Park

SOUTHEAST SECTION OWNED
SALT LAKE CITY BY

Kimball & Richards
LAND MERCHANTS

MOVEMENTS A
SERIOUS PROBLEM

Land Property to South-
east Solves Riddles in
Many Ways.

EXPERIENCE IS ASSURED
BUILDERS RELIEVED
BY WORK IN PROGRESS

This Shows the Skillful and Systematic Platting Arrangement of

HIGHLAND PARK

And Its Relative Position to the Business District

PLATTING PROBLEM
FOR CONSIDERATION

Transformation of B
into City Blocks
Skill and Judgment

EXAMPLES ARE AFFORDED
ON SOUTHERN

entire West." ⁽¹⁹⁾ Kimball & Richards also stress quality building construction along with the various building restrictions which included : (1) No out-buildings before the main house was built, (2) No shacks or saloons, (3) Uniform setbacks of at least 15 ft, and (4) Every house would cost at least \$1500. Furthermore, building regulations set aside a certain section for the erection of stores for the convenience of residences of the subdivision, so that no one needed to fear that at some time a butcher shop would be erected in the next lot. ⁽²⁰⁾

Kimball & Richards, as mentioned before, were ardent advocates of the "city beautiful" movement in Salt Lake City. They felt that every new home owner should be given encouragement in beautifying their premises. In March 1913, Kimball & Richards held a "city beautiful" contest with cash prizes offered to all property owners in the subdivision for the best kept yard during the summer. "First prize would be for the most beautiful home surroundings in both the front and back yards. Second prize would be given for the person having the best kept and improved vacant lot." ⁽²¹⁾ Furthermore, in May 1913, Kimball & Richards "presented every family living in their various subdivisions , with rose bushes, bridal wreaths, liliac bushes, and several choices of fruit trees." ⁽²²⁾

Highland Park was becoming known not only for its emphasis on landscape beautification , but also for its detailed planning of lots and streets. Highland Park generally followed the pattern of subdivision layout of the earlier 1890's. The original Highland Park plat consisted of 16 generally uniform, rectangular block and straight streets. Highland Park was at least partially on sloping terrain which required some terraced yards and excavated streets. ⁽²³⁾ Advertisement on the opposite page shows Kimball & Richards drawing of the layout of Highland Park. Slide # 4 is a picture of Highland Park.

Sanborn Maps, which show the subdivision layout as it appeared in 1940, and still appears today. One feature that shows the attention made to detail in the development of Highland Park was that only 9% of the lots had a northern frontage, a very big selling point.⁽²⁴⁾ A great majority of the lots faced either the lake or the Wasatch Mountains, and with their terraced yards they had tremendous views.

The great majority of lots in Highland Park have an alley in the rear of the lot. This was a major concern of many home buyers. They were very annoyed with the "array of garbage cans that make an unsightly blot on many streets, and how deliveries of heavy goods must be made on the sidewalks often blocking passage on the sidewalk."⁽²⁵⁾ Often alleys that did exist were shared jointly and often proved a problem with clearing the title, or an obstruction to new building.

Highland Park was the largest single subdivision in Sale Lake City in 1910. The popularity of Highland Park as a residential suburb is evidenced by the large number of houses build between 1910 and about 1930. Building permit records show that the houses in Highland Park were valued at \$2500 at time of construction.⁽²⁶⁾ In Spring of 1912, Kimball & Richards extended Highland Park by beginning construction in where they called "Plat C" (see insert # 11 on facing page). By 1914, according to the United Home Builders Company, building permits for the first three months of 1914 in Salt Lake City more than doubled the amount of building permits against the first three months of 1913.⁽²⁷⁾ To meet the demand for building sites Kimball & Richards added 140 lots to the subdivision known as "Plat E" (see ad on next page) Kimball and Richards reportedly did not build houses for speculative purposes, even though they were listed as "owners" on over 100 of the 170 building permits issued for houses in Highland Park between 1910-1922.⁽²⁸⁾

As previously mentioned, Highland Park is made up almost entirely of single family residences. Each house is separate and occupies two lots. Some were designed with extra depth for those house buyers who wished to have a garden of considerable size in the back yard.

Residents of the subdivision were generally middle to upper-middle class, and the majority were either builders, realtors, or professionals.⁽²⁹⁾ Kimball & Richards often focused their advertising campaign on the middle class working men as seen in this excerpt: "The home builder, and particularly the young married couple, where the head of the family is working on a salary, and has not been able to save a large sum, is attracted by the opportunities presented in Highland Park."⁽³⁰⁾ (see insert # 12 on facing page) Also, a great many of the homes in Highland Park were owned by employees of Kimball & Richards. Many times Kimball & Richards would give the homes or an interest in the homes to their employees in lieu of payment. Furthermore, many of the residents were Mormon, evidenced by the building of a branch of the LDS Church in the ^usubdivision in 1916. In fact, the first meeting place of the ¹LDS Church in Highland Park took place in Claude Richard's basement on Stratford Avenue. The members of the bishopric of the newly organized Highland Park Ward in 1920 were all builders or contractors: Stayner Richards, William Salmon, and Howard McKean.⁽³¹⁾

The architectural styles seen in Highland Park reflect many of the new styles of that period such as Prairie, Craftsman, Period Revival, and Bungalows. In fact, Claude Richards is accredited with introducing the California bungalow style house to the Salt Lake market at Highland Park.⁽³²⁾

House plans for many of the homes were drawn up by the builders themselves, or by others working for Kimball & Richards. Thus, there is quite

a diversity of exterior styles, but most are still slight variations of the bungalow. While the majority of the house plans called for four or five rooms, (see insert #13 on the following page or slide # 5) there were a few larger houses (see inserts # 14, 15 or slides #6, 7).

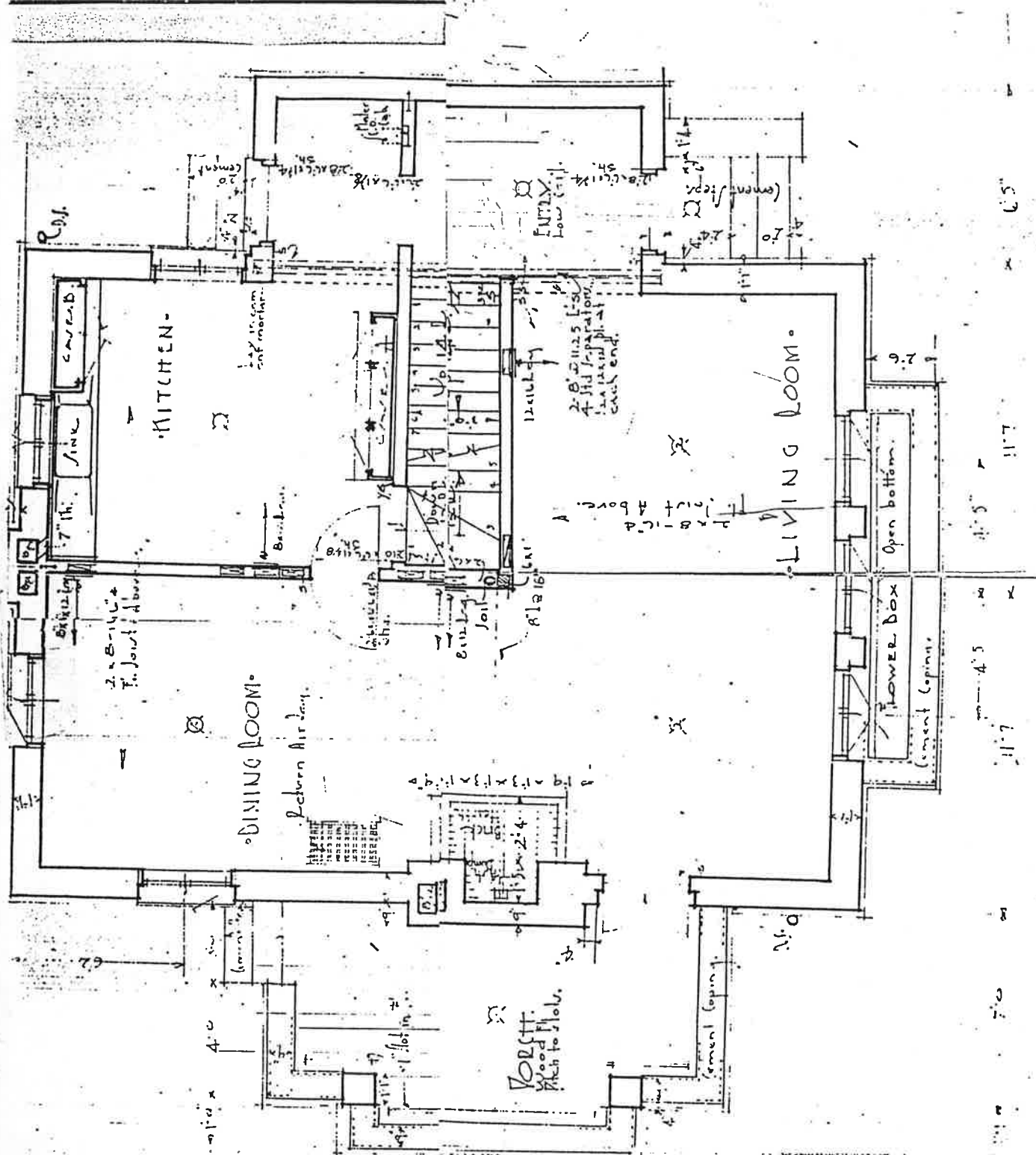
Several prominent local architects helped designed many of the houses in Highland Park for Kimball & Richards. Taylor Woolley was probably the most noted. In fact, Taylor Woolley was accredited for helping design Highland Park. He had worked with Frank Lloyd Wright in Italy from 1908-1910, and also was Wright's office manager in Detroit, Mich. for two years. So, Woolley was very influenced by F.L. Wright design styles. In 1914 Woolley returned to Salt Lake City. At that time he designed a four room house, and a brick house (33) for Kimball & Richards. (See accompanying house plans, and elevations on the following pages). Woolley also, helped plan Gilmer Park for Kimball & Richards which they developed in 1919. (See Inset # 16 on following page). Other projects Woolley designed included: Yale Park, Memory Grove, Garden Park, and the State Capitol grounds.

Another local architect, who later became Woolley's partner, was Clifford Evans. C. Evans first became acquainted with Kimball & Richards by winning the First honorable mention award in Kimball & Richards' architectural design contest held in March 1913. (See Insert # 17). The contest called for "a five room, modern cottage, having a large combined living and dining room, three bedrooms, kitchen, bath, sleeping porch, and ample closet space." The three points taken into consideration on judging were cost, utility, and general excellence of design. (34) In June 1913 Clifford Evans also, won first prize with his design of a four room brick cottage (see insert # 18). Other design winners of the contest are seen in the accompanying inserts. (insert # 19)

Claude Richards' house was designed by architects Dallas & Hedges in 1910,

Floor plan

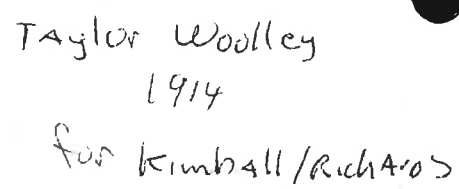
Look



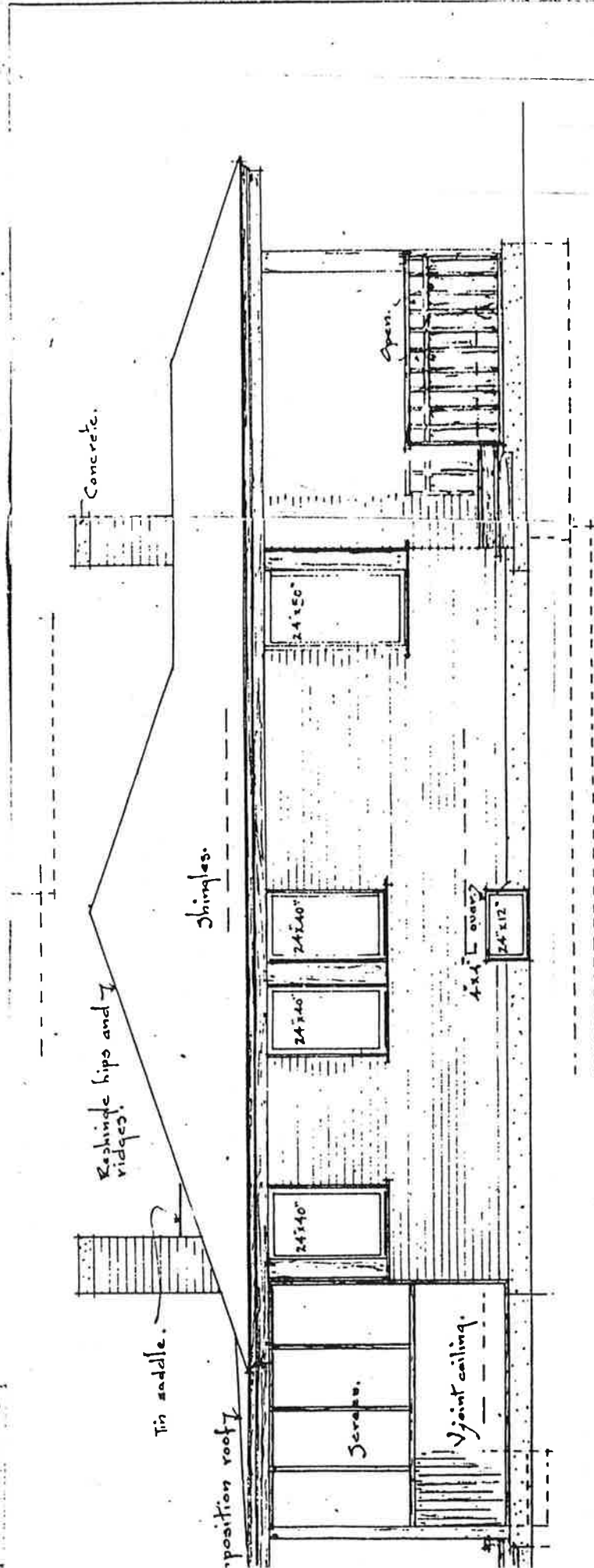
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SHEET #2.

10-0-11



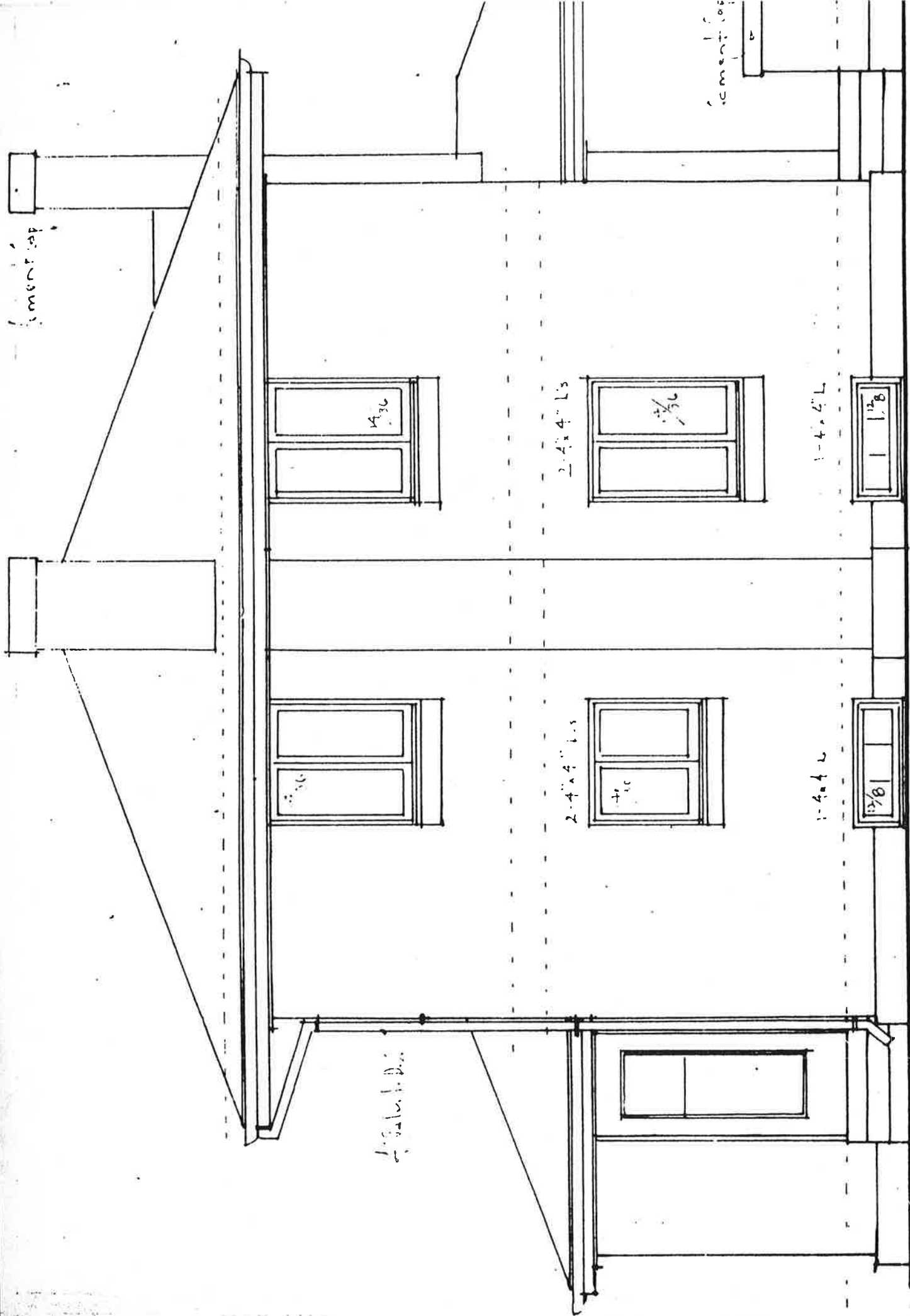
for Kimball/Richards



SIDE ELEVATION - 1/4" SCALE.

floor line.

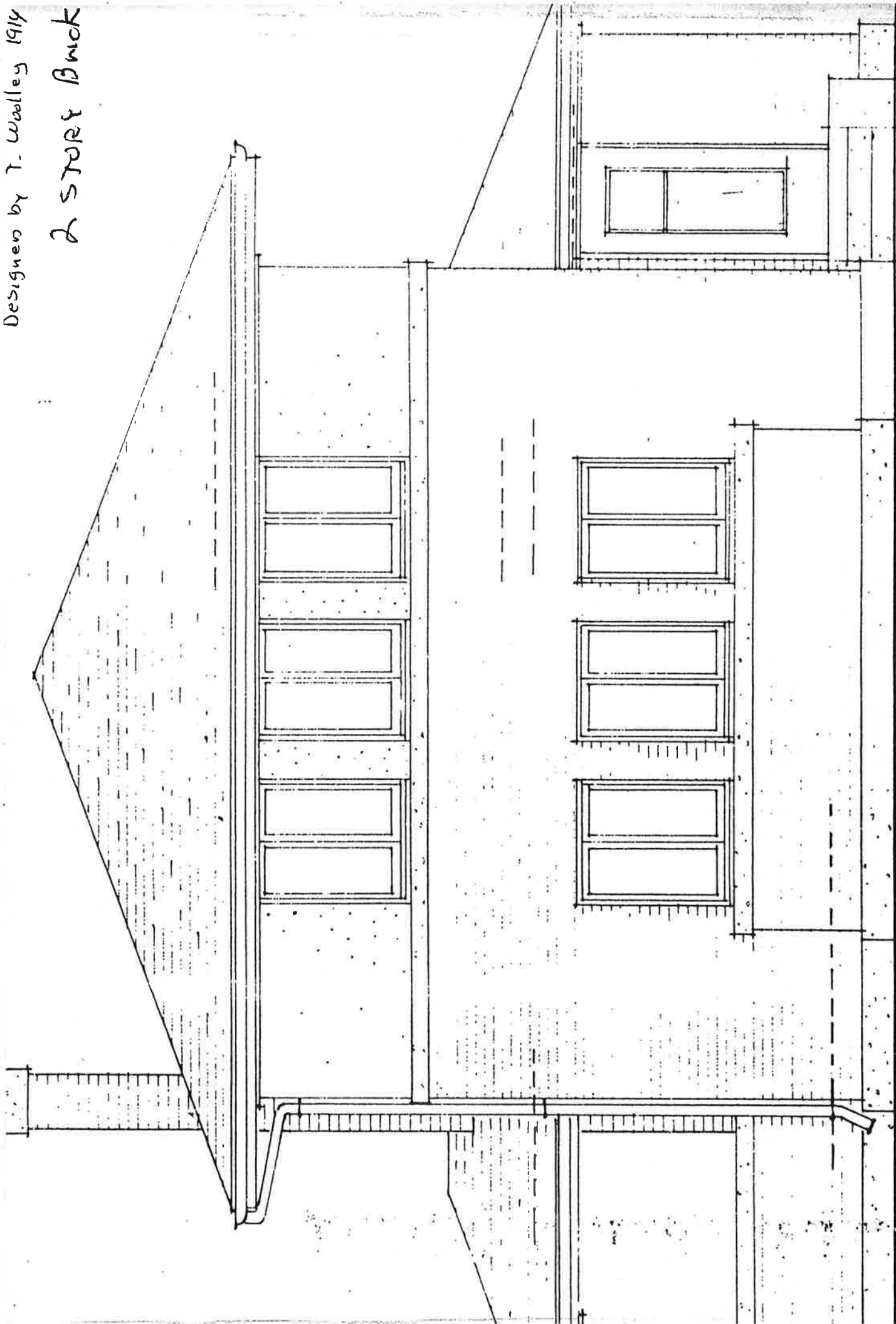
HOUSE FOR KIMBALL & RICHARDS.
 Taylor Woolley Architects.
 12-19-14-118



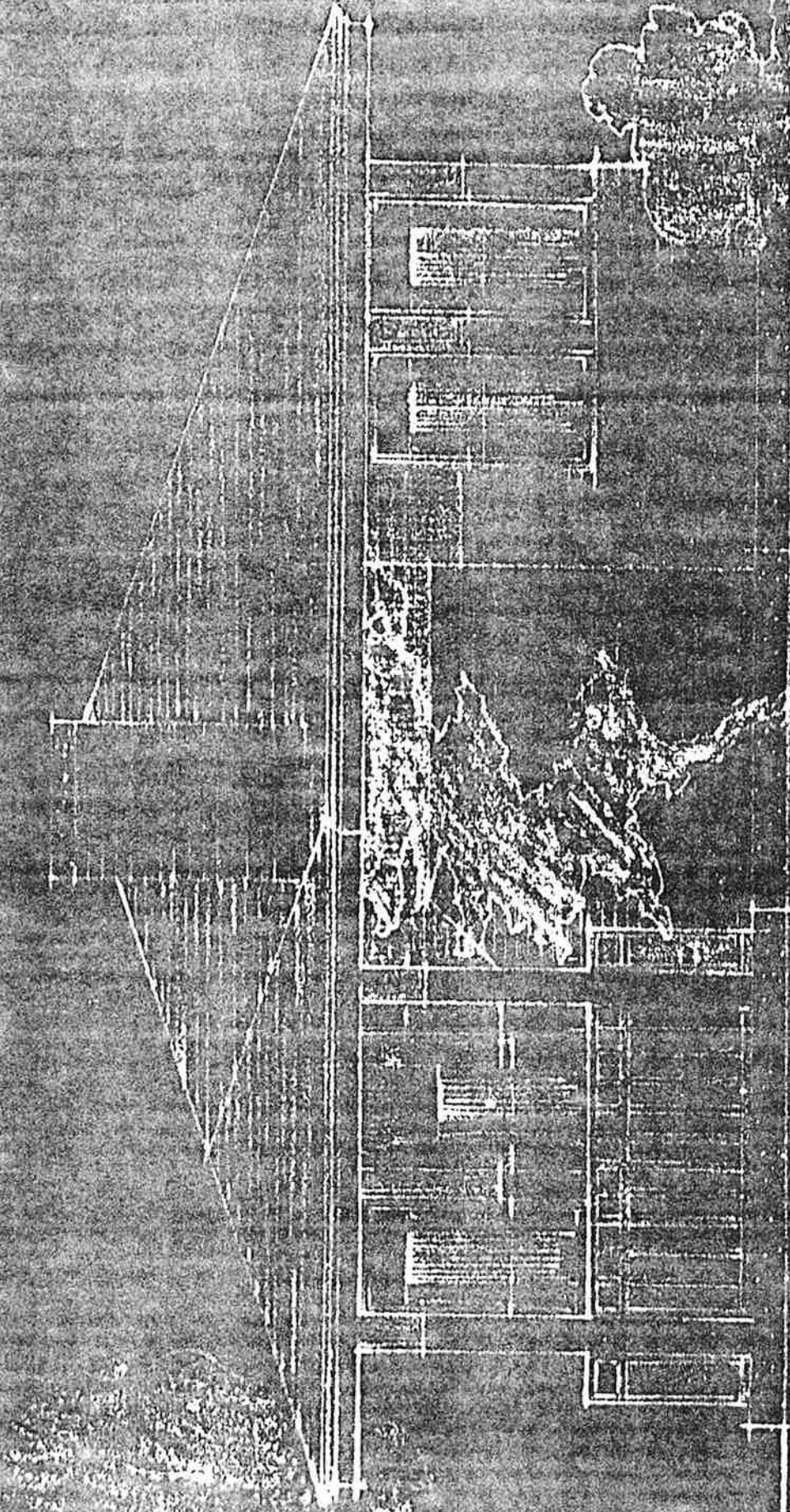
T. W. 24

Designed by T. Wadley 1914

2 STORY BRICK



Brick House elevation
design 1914 by T. Woolley
for Kimball & Richards



1001

Another Beautiful Highland Park Home Ready for Sale

13
Shoe 24

10-29-11

This week we show another home designed after the Frank Lloyd Wright architecture.

It possesses all the elements of the new American architecture in its wholesome beauty, practicability, and stability; the elements to be first

considered by all who buy a home.

Beauty of design enhances the value of a house for all time.

Simplicity, harmony of line, fitness with environment; homelikeness,—these are secured in this new home.

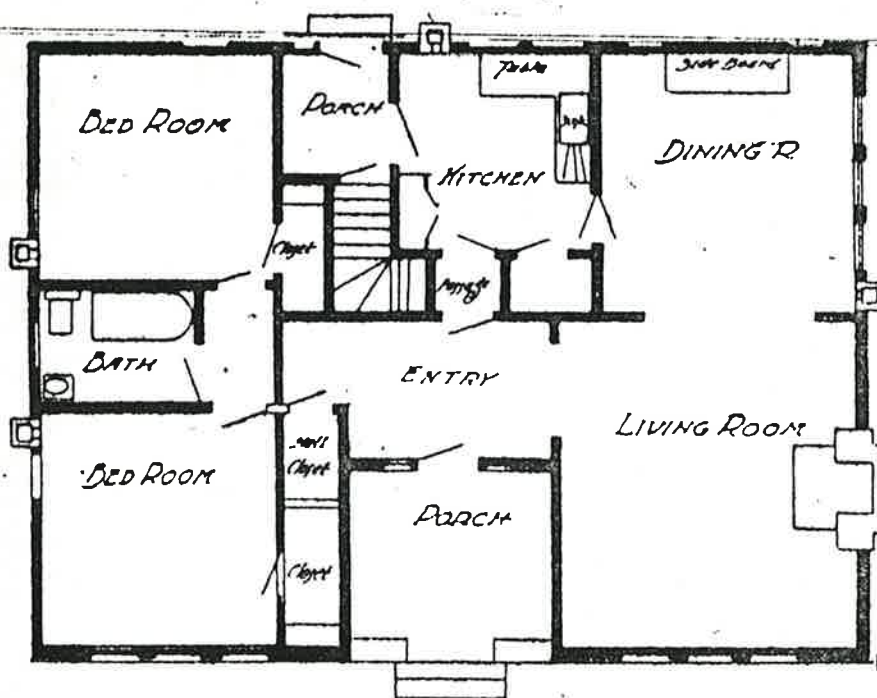
Exterior Details

Fire brick are used from the concrete base to the window sills, with cement.

Both porches are under the main roof.

The location on Stratford Ave near 13th East is very beautiful. The lot is 55 feet front by 130 feet deep to alley.

Convenience in Interior



The floor plan shows five rooms and a vestibule large enough to be used as a waiting room. Its large openings make it really a part of the living room.

A basement 7 feet deep underlies the entire house.

Direct access to every part of the house can be had from the vestibule.

The living room and dining room are separated by a large eased opening.

The fire place in the living

room has book shelves on either side and is seen from either the vestibule or dining room.

The sideboard in the dining room has the china case above it.

The double doors between the kitchen and vestibule keep the kitchen doors from the front part of the house.

The closet space is ample.

The interior is finished in slash grain Oregon fir, stained golden oak, varnished and rubbed down.

gotiated in their
A 22-acre farm is
four-room house
to J. Hosler; built
street to C. A. L.
Fifth West street
Co-op; five-acre farm
W. A. Ranck of B
in Tenth South str
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to L. Russell; built
to A. H. Woodruff
Heights to Dean
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completed as far a
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Thirteenth East st
high-school site.

Building

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C. E. Johnson, a
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to cost \$2500; R. A.
five-room brick hous
Ninth East street, \$2
ley, one story five-r
house, 812 Martin a
J. Neilson, one stor
house, 1527 Park st
H. Greening, one sto
house, 1748 Lake st
Borgoulst, one story
dwelling, 818 East T
\$2500; John Wells, a
brick dwelling, 519
Sugar House Coal c
frame office, 2207 Hi
\$200; Louis Larsen, a
brick dwelling, 630 T
Porter-Walton compa
near Eleventh South

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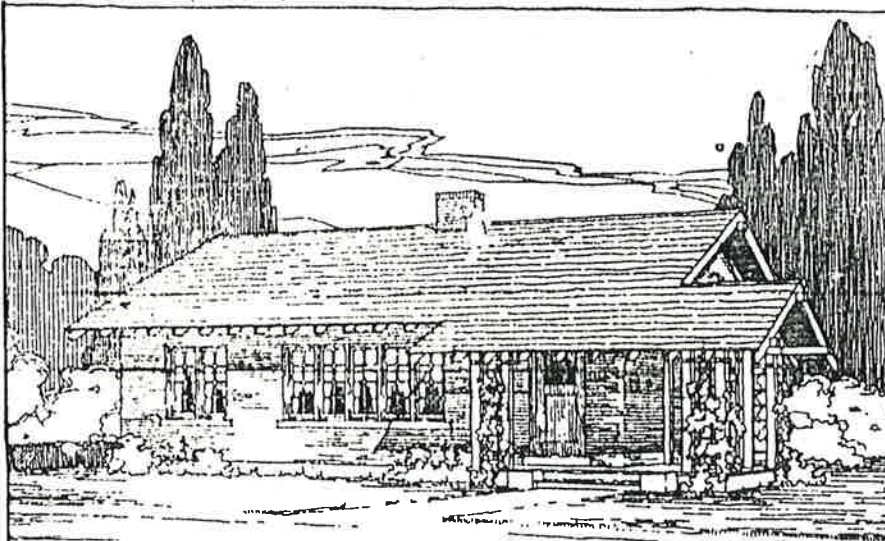
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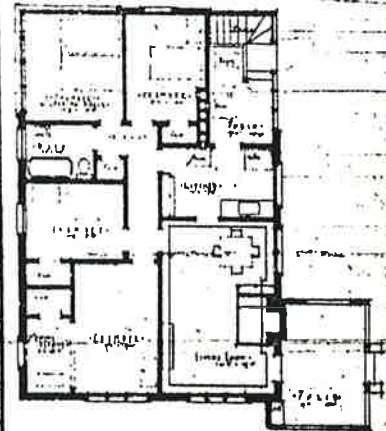
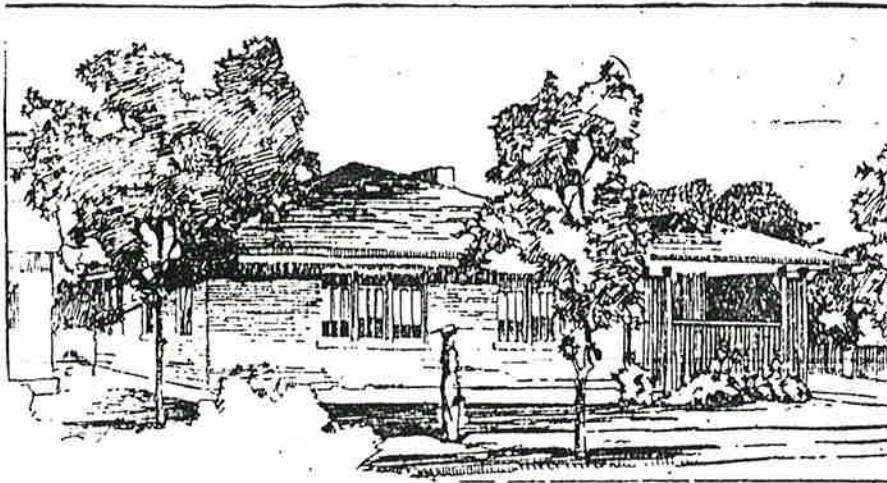
rev. 48
till for

These beautiful homes will be built in Highland Park

3-23-1913
Sun 5 #6 (14)



This design was awarded second prize in the first architectural draftsmen's contest. This splendid plan is the work of Mr. W. R. Howard.



This excellent design was given first mention. It is the work of Mr. Clifford Evans.

The place for your permanent home is beautiful Highland Park

Away from the smoke

On the southeast bench, where the city must expand.
Magnificent view of mountain, valley, city and lake.

Terraced front lots. Streets graded at a cost of over \$50,000. Several miles of 5-foot cement sidewalks. Curbs and gutters. 7000 ornamental shade trees. City water. Telephones. Electric lights. 5c car fare. Unusually fine car service. Twenty minutes' ride. Reasonable building restrictions. Designated area for stores and shops.

Homes, not houses

Forty beautiful homes. Many new ones in course of erection. Largest uniformly improved residence tract in the west. Improvements to date have cost upwards of \$250,000.

Mr. Homebuilder, what more can you desire?

A few lots left, \$140 to \$300 each. Two make a fine building site. Only \$5.60 to \$12.00 a month pays for a pair of lots. The land will never be higher, but the prices will.

1913 will be the best building year in Salt Lake's history.
Take advantage of this activity. Go with us NOW.

Call or telephone.

Our autos are at your service.

Phones—Wasatch 8092 and 6392.

Kimball & Richards

"Land Merchants"

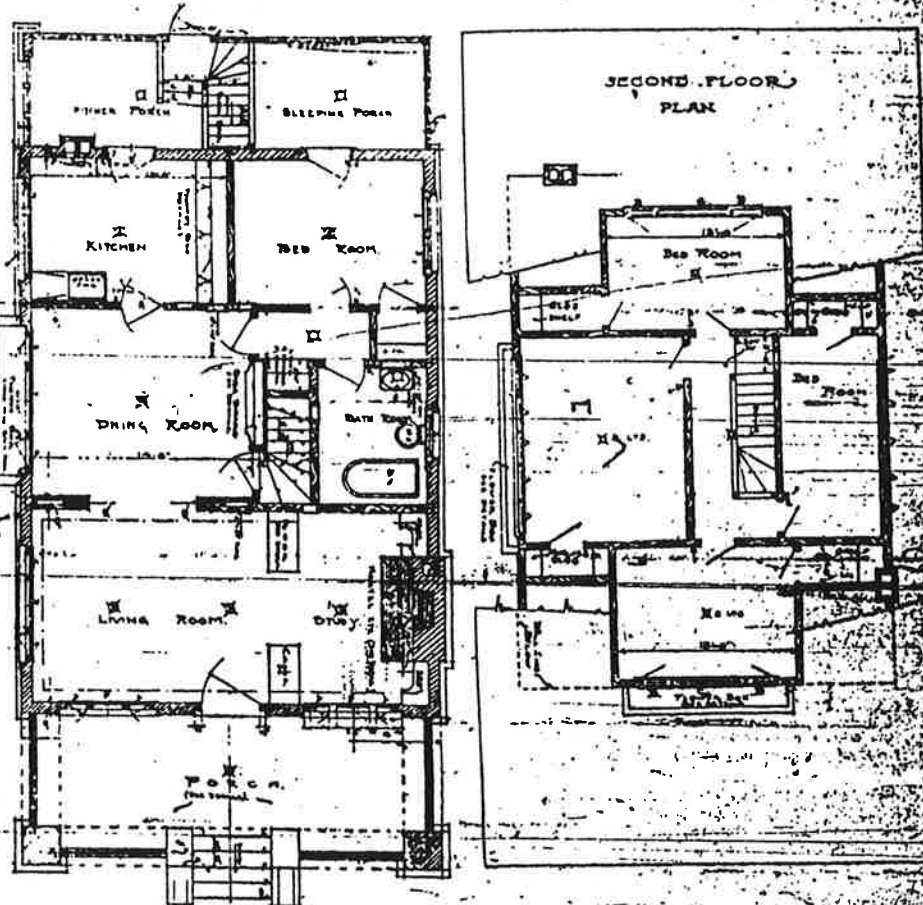
66 and 58 Main Street.

Homes for the People.

Salt Lake City, Utah.

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prize will be for the
home surroundings in
front yards. The second
the person having the
approved vacant lot. A
l be awarded for the
lots between April 1
front yards to the back
This last prize is for
lots this spring and is
on the same footing as
a lived in his home for
year. The amounts of
be announced later.
extensive interests of
firm, the subdivisions
ed in the following
up being eligible for a
d third prize:
Highland Park, plots A, B
a total of 3400 lots.
Hollywood square, Hollywood
additions, containing a
Oakland place, Oakland
Burton place, Burton
Hollywood additions, con-
of 750 lots.
Highland Park, plots A, B
a total of 3400 lots.
Hollywood square, Hollywood
additions, containing a
Oakland place, Oakland
Burton place, Burton
Hollywood additions, con-
of 750 lots.
BUILDING
NORTH BENCH
of actual work on the
for the fine state build-
responsible for consid-

Study this floor plan



This beautiful 9-room house—FOR SALE on terms like rent.

Best quality of materials. Superior workmanship.

Faces south on Stratford Avenue,
at beautiful

Highland Park.

A small first payment and
Only \$50 a month
and the home is yours. Move right
in.

twenty years in
only 5 per cent
uple, only \$1 on
acres. Interest
rate of 6 per

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with the evident
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all its dealings.

**ER COUNTY.
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2 PEP ACRF

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**General Land
nadian Pacific**

**c.
33.**

It contains:

- Large living room, with built-in bookcases.
- Den or study. Firebrick mantel. Built-in seats.
- Dining room with box window and built-in sideboard.
- Buffet kitchen. Bath.
- Five bedrooms. Ample closets.
- Screened kitchen and sleeping porches. Full basement.
- Built of red pressed brick.
- Fine large terraced front lot, 50 by 125 feet to a 12-foot alley.

This fine new home is a bargain
at \$5250, including
5-foot cement sidewalks, curbs and
gutters, shade trees, city water, tele-
phone and electric lights. 5c car
fare. Best service in the city.

Spring is moving time.

Don't live in a rented house. The
fact that your landlord prospers
from collected rent teaches the value
of home owning.

At Highland Park

there are 40 fine homes. Many
others being built.

Read this before you buy a homesite.

Study carefully the value of reasonable building restrictions, uniform
improvements and the class of homes already built. Highland Park is the
largest and finest uniformly improved residence tract in the west. Go out
today. You will be charmed with the beautiful home surroundings.

Name the hour and our autos will call for you.

Phones—Wasatch 963 and 964.

Kimball & Richards

"Land Merchants."

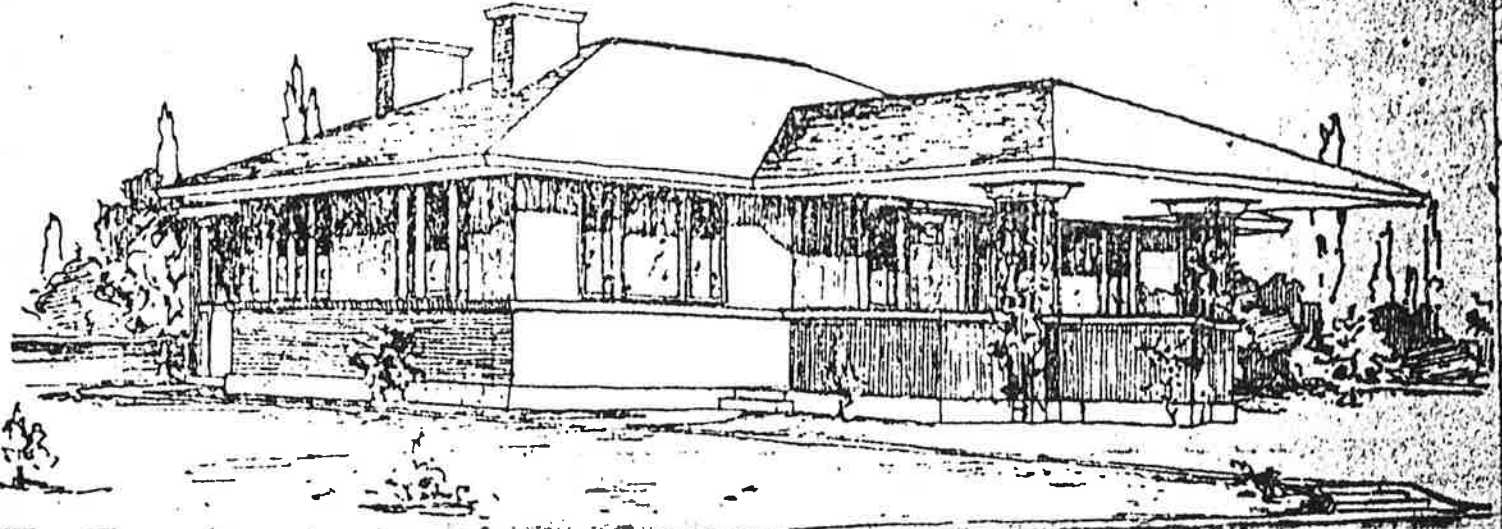
50 and 58 Main Street.

Salt Lake City, Utah.

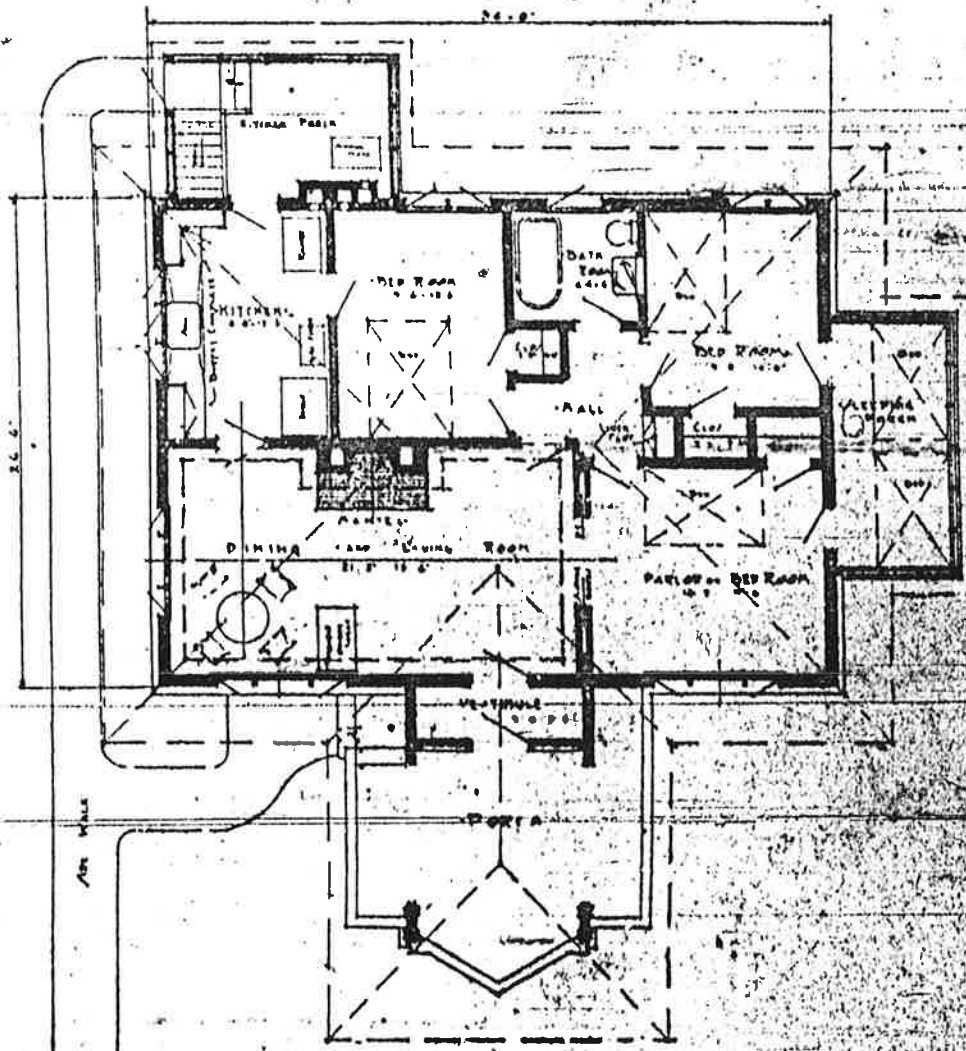
Homes for the People.

4-29-11

Another first prize home to be built at Highland Park

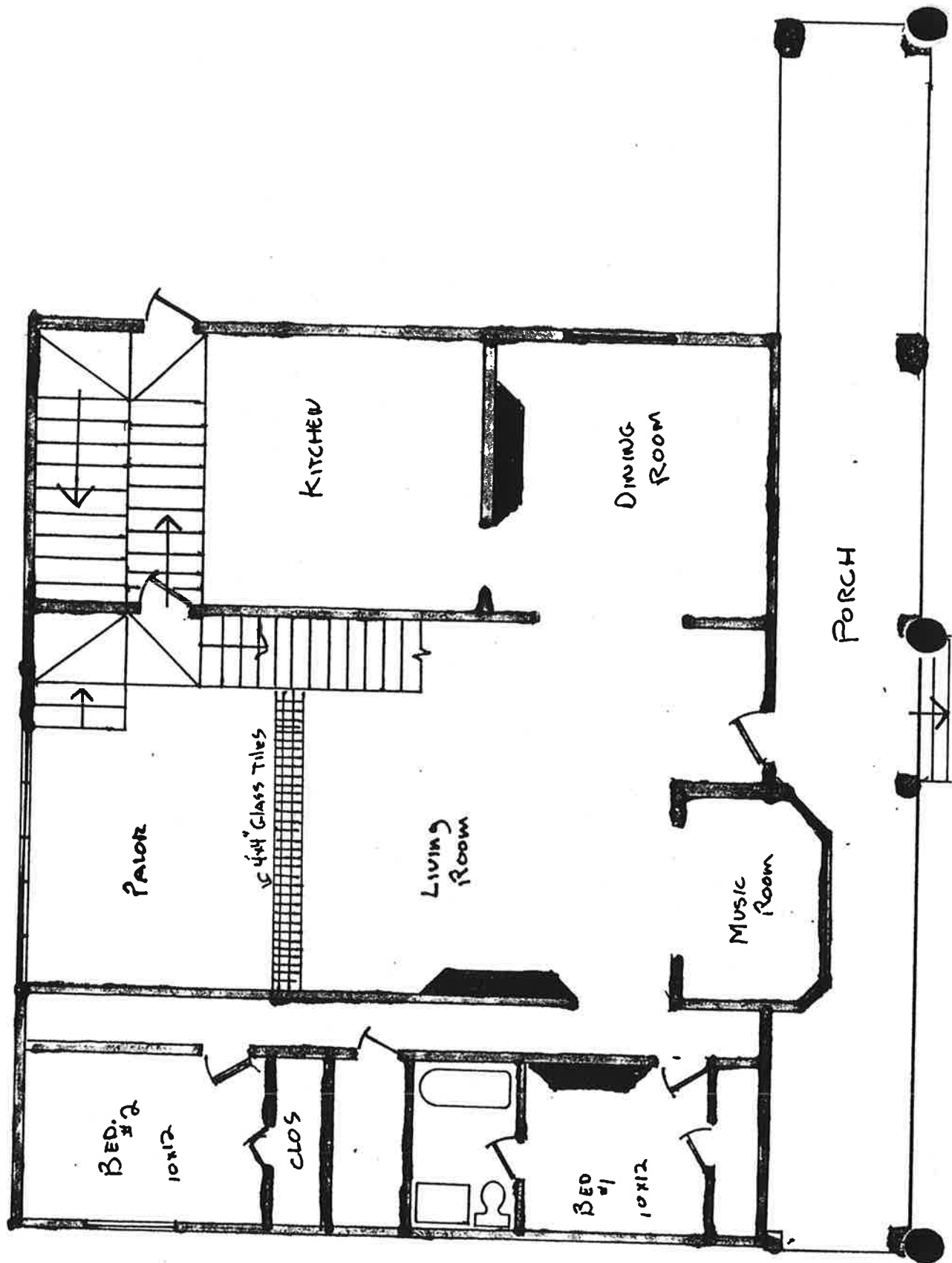


This beautiful design is the work of Mr. J. A. Grundfor, who was awarded first prize in the second contest held under the auspices of the Utah Association of Architects.



FLOOR PLAN

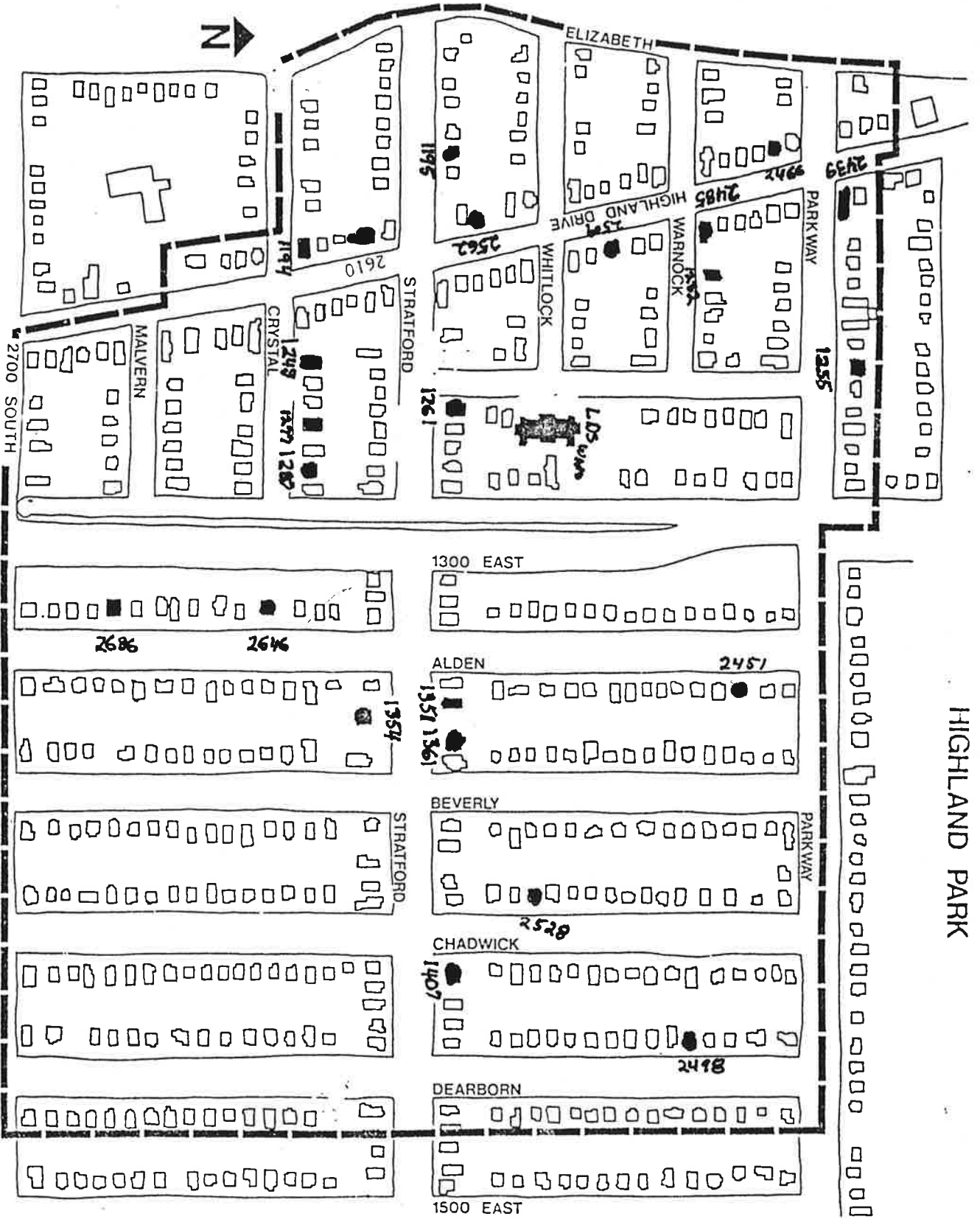
CLAUDE RICHARDS



and was built by E. Thompson at 1354 Stratford Ave. (See Slides # 8, 9). Its architectural style is classified as an eclectic style bungalow. The lot at the time of construction encompassed the entire block. according to the building permit dated Oct. 29, 1910 Claude Richards' house had 8 rooms, 1 1/2 stories, and a value of \$10,000. It also had a full unfinished basement.

Claude Richards' family only lived on the first floor, and never did finish the second floor for living purposes. The basement was used as a meeting place for the local LDS church ward until 1916. The first floor consisted of two bedrooms, music room, dining room, kitchen, living room, bath, and parlor. (see plan insert on facing page.) The basement and top floors were finally finished when Hugh Brown bought the house in 1927. The house now has 3 bedrooms and a bath upstairs, and a finished basement. A very unique feature of this house was a row two feet wide of 4"x4" opaque glass tiles that went across the parlor floor on the south side of the house. The purpose of this glass was to let sunlight from the parlor windows to be diffused into the basement. The glass floor tiles have since been covered up with ceramic tile in the parlor, but you can still see them in the basement ceiling. (slide # 10) Also in the basement was a massive fireplace with two open sides to heat the basement. (slides # 11, 12). The floors of the house were hardwood, with a very intricate inlay wood design on the perimeter of the rooms. (see slide #13). There were three fireplaces on the first floor. Slide #14 shows the fireplace in the dining room, slide # 15 shows the fireplace in the living room, and slide # 16 shows a small fireplace in the master bedroom. Slide #17 shows the original toilet that was found in storage in the basement, never installed. Slide #18 shows the stair ballasters and slide # 19 shows the stairway going to the second floor. Slides # 20, 21 shows the bedroom windows behind the dormer. Stained oak woodwork was seen throughout the house,

HIGHLAND PARK



including being used in bay windows, crown mouldings, built in bookcases, and baseboard. According to Mary Crowther, the current owner, in 1930's the parlor was destroyed by fire and rebuilt, but the rest of the house remained intact. (36)

Claude Richards lived in this house until 1927, when Hugh Brown bought it. At this time H. Brown finished the upstairs and turned it into an apartment, the stairs going to the apartment are evident in slide # 22 . A garage was built in 1940's. According to Mary Crowther, the house was deteriorating rapidly between owners. The wood floor had been covered up, and there was extensive damage to the interior walls. They have been doing extensive refurbishing to restore the house back to its original condition of 1910. (37)

The following are some of the other house styles found in Highland Park (map location on opposite page):

Slide # 23- Located at 2646 Alden, this house was built in 1919 was the home of Stayner Richards, brother of Claude Richards, and was a salesman for Kimball & Richards from 1912-1924. He then went on to found Stayner Richards Realty Company and developed several houses in Highland Park and elsewhere. He lived here from 1920-1953. Previously, he lived at 2638 Alden from 1912-1919. (38)

Slide # 24- Located at 2451 Alden was built by Stayner Richards in 1924

Slide # 25- Located at 1255 Parkway Ave. was built in 1913 for Joseph Kearns who lived there from 1913-1916. It is a combination between the Bungalow and Period Revival styles. The interior boasted inlaid oak floors, walnut woodwork, and hot water heater. (39)

Slide # 26- Located at 2562 S. Highland Drive was built in 1916 and was owned by Kimball & Richards salesman by the name of John Woolf. It is an example of the Prairie style. - most likely built from

Designs by Tanyan Woolley
see archive & plans on
microfilm.

Slide # 27- Located at 2686 Alden was built in 1914 for John Russon, who also worked at Kimball & Richards as a department manager. It also is a Praire style.

Slide # 28- Located at 1351 Stratford Ave. was owned by ex-mayor of Salt Lake City, E. Glade who lived there from 1921-1923. He also, at one time was a salesman for Kimball & Richards.

Slide # 29- Located at 2439 S. Highland Drive. The building permit was bought in May 1910, but the house was not built until 1917 for Ellen Fitzpatric. Bungalow style.

Slide # 30- Located at 2485 Highland Drive, was built in 1919 by A. Taylor, who was a local building contractor. Praire style bungalow.

Slide # 31- Located at 1249 E. Crystal was built in 1917 by another contractor R. Johnston. This house is an example of the California style bungalow that Claude Richards introduced to the area.

Slide # 32- Located at 1287 E. Crystal was built in 1923 for H. Warner. Praire style bungalow.

Slide # 33- Located at 1407 E. Stratford built in 1923 for W. Salmon another Contractor and salesman for Kimball & Richards. Combination of ~~Praire~~ *Prarie Style* ~~Revival~~ *X* ~~Colonial~~ Revival style.

Slide # 34 & 35- Located at 1361 E. Stratford Ave. was built in 1912 and owned by F. Williams. Another California bungalow.

Slide #36- Located at 1261 E. Stratford was built in 1916 for Elias Smith who lived there from 1916-1937. Bungalow

Slide #37- Located at 2610 Highland drive was built in 1913 for \$2400.

Ex-Mayor E. Glade lived here from 1931-1966. Colonial Revival/Bungalow.

Slide #38- Located at 1157 E. Crystal was built in 1920 for W. Salmon a salesman for Kimball & Richards. - ~~Designed~~ *Prarie Bungalow*

Slide # 39- 2439 Highland was built in 1910 for \$2500. Five Rooms, Prairie style bungalow.

Slide #40- 2509 Highland Drive, was built in 1911, by K & R has 6 rooms. *Benny.*

Slide #41- 2528 Chadwick was built in 1912, and has 4 rooms. Built by K & R. *Y*

Slide #42- 1195 Stratford Ave., was built in 1913 by L. H. Sima. 5 Rooms *Praine style b*

Slide #43- 1277 E. Crystal was built in 1914 for William Richards for \$3000 *)*
and has 5 rooms.

Slide #44- 2498 Dearborn was built in April 1914 and was designed by J.A.

for? - 1st prize in 2nd contest??
Grundtfair, built by K & R has 4 rooms.

Slide #45, 46- 2466 Highland Drive was built in 1915 by K & R and has 5 rooms. *Calif. style*

Slide #47- 1232 Warnlock Ave. built in 1915 by Kimball & Richards. 5 rooms.

Slide #48- 1194 E. Crystal Ave. built in 1916 by K & R for \$2000. 4 rooms

Slide #49- 1277 E. Crystal Ave. - Built in 1916 by Kimball & Richards.

Slide #50- 2482 Highland Drive, built in 1917 and has 5 rooms.

Slide #52- 1481 Stratford Ave. built in May 1917 by K & R.

Slide #53- 1470 Stratford Ave. built in 1917 and has 5 rooms.

Slide #54- 1430 Stratford Ave. built in 1917 by K & R and has 5 rooms.

Slide #55- 1285 Parkway Ave. built in 1917 by K & R and has 5 rooms.

Slide #56- 2690 Beverly Ave. built in 1919, by K & R, and has 4 rooms.

Slide #57- 2857 Beverly Ave. built 1922 by K & R, and has 4 rooms.

Slide #58- 2788 Alden Ave. built in 1922 by K & R and has 4 rooms.

Slide #59- Advertisement by Kimball and Richards for their small cottage bungalows (used as rentals)

Slide #60-63- Examples of the style house used in the above ad. All built in 1922 south of 2700 South.

Slide 64-73 Examples of other styles of houses built in Highland Park by other builders over time. *- S.H.*

Slide 66 - is the one illustrated in S.L.I. ad. of 10-29-11.

During the development of Highland Park, Kimball & Richards were involved in many other subdivison developments, yet none quite as successful as Highland Park. In 1913, Kimbal & Richards developed Homefield Acres, which was located at 5th East and 13th South. It was advertised as a "garden" suburb because each lot was planned to be an half-acre garden tract. In fact, in 1913, Kimball & Richards planted alfalfa in the subdivision to prevent weeds from overrunning the lots. It was reported in 1913, that "four families live in Homefield Acres along with their five gardens and poultry runs, for fresh eggs and vegetables." (40) (See insert# 20 on next page). Also, in 1913, Kimball & Richards invested in a large Nevada ranch in Humbolt county.

In 1916, they bought farm tract in Downey, Idaho. Also, in Oct. 1916, they began development of Southgate Park. (see insert # 21 next page). It was located on State Street at 13th South. Burton Acres was also started in 1916.

In May 1919, Federal Acres was developed at 9th East near old 13th South. It consisted of 1/3 to 2/3 acre lots, again emphasizing the ability to have a garden, a cow and chickens. (see insert #22 on next page).

Federal Acres, Homefield Acres, and Plat "C" in Highland Park were all developed during the "Victory Garden" movement after WWI. The victory garden movement emphasized that " the gardener will in the future own his land." (41) During the war a large percentage of small gardens were on vacant or rented lots.

In April 1919, Kimball & Richards started development on Gilmer Park, which once again was designed by Taylor Woolley. It was located between 13th East and 11th East and 9th South. Like Highland Park, it also had building restrictions and uniform improvements. The main difference was the lot and street layout as seen in advertisement (on the facing page.)

Directly west of Highland Park, in 1921 Kimball & Richards developed Forest

p16 missing 17

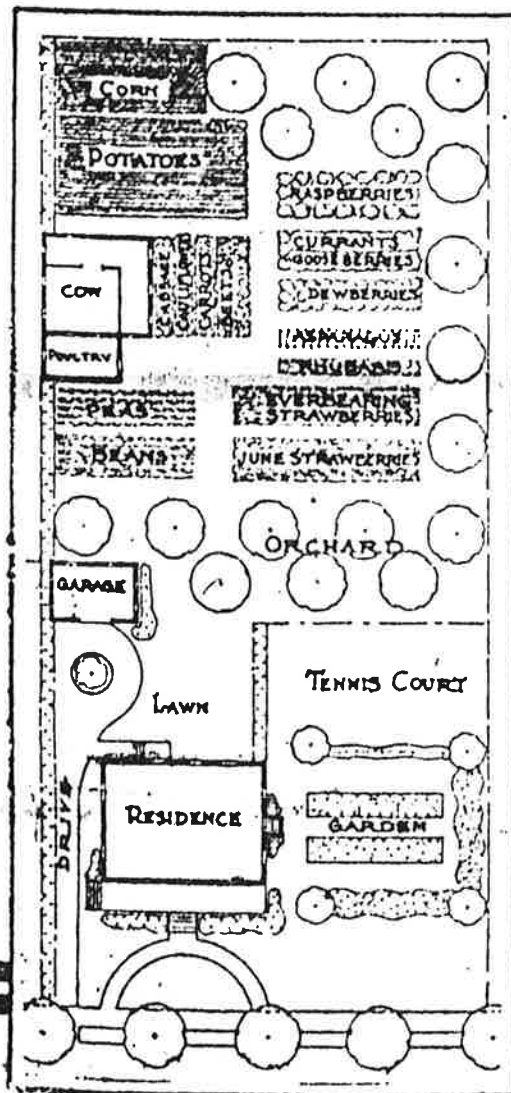
**FEDERAL
ACRES**

5-11-19 *all*

22

Why You Should Own a Big Suburban Homesite

This map shows the wonderful possibilities of a One-Third Acre Lot at Federal Acres.



In these days of the "high cost of living," every man should raise his own food.

But merely having a small garden in your back yard will not help you to stretch your dollars. You must OWN a big garden homesite, where you'll have plenty of room for vegetables, berry patches, a family orchard, a good cow and a flock of chickens.

That is the only way to enjoy real independence. And that is the reason you should secure a big suburban garden site at Federal Acres.

Out here in the pure country air, you will have plenty of room for garden, home and playground. Besides, you will enjoy every city convenience, including city water, cement sidewalks, graded streets and Silver Leaf Maple shade trees. An abundance of irrigating water goes with every lot.

Federal Acres is located on 9th East, near old 13th South—just beyond the Country Club.

One-third to Two-thirds Acre Lots, with all improvements paid for, may be had for \$575 to \$850 each. Pay \$12 to \$17 down and the same each month.

The land is plowed and ready for spring planting. This is a wonderful opportunity for wage-earners, business men and professional man. The important thing is to ACT NOW. Be sure to see Federal Acres this week. Come to the office or phone. Our auto will call for you. **NEW PHONE—WASATCH 686.**

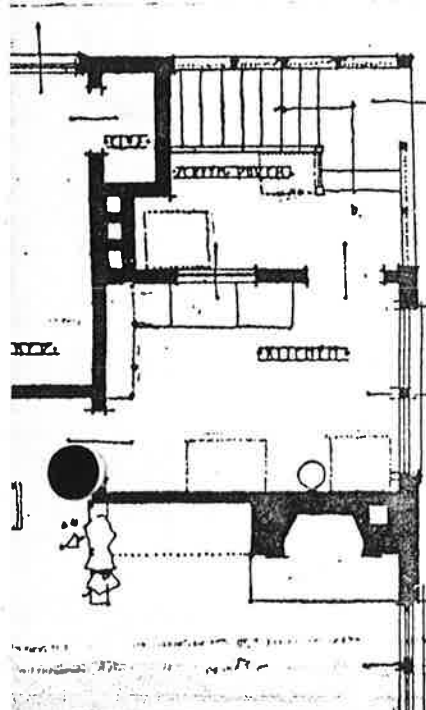
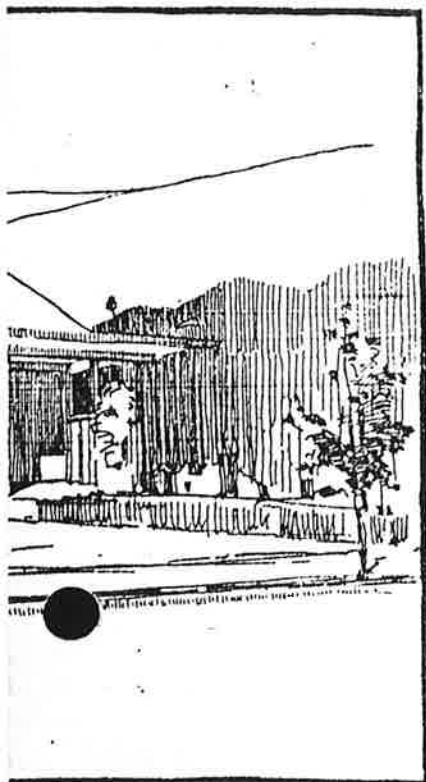
Kimball & Richards

"Land Merchants."

54 Main Street.

Salt Lake City.

by a committee of the
in Highland Park by



A place of your own at Homefield Acres

The ground is all plowed. It's waiting for your seed. The deep, rich, black loamy soil will please you—and it will grow fine fresh vegetables THIS YEAR.

Will you do your part?

Only \$13 to \$15 cash down buys a choice half-acre. Pay a like amount each month. Prices from \$640 to \$740 each.

Location.

Fifth East and Thirteenth South. Just right for the business man or wage earner. Only a few minutes' ride from office and shopping district. Excellent car service.

Take your family out in the pure fresh air. They will enjoy caring for the chickens.

Advantages.

Prices include graded streets, broad cement walks, shade trees, abundance of irrigating water.

But you must act now.

Spring is here. These tracts are going fast. Are you interested? Telephone now. Our auto will call for you.

This is your opportunity.

Phones—Wasatch 3992 and 6392.

Kimball & Richards

"Land Merchants."

56 and 58 Main Street.

Salt Lake City, Utah.

BUSINESS PROSPECTS GOOD, SAY DEALERS

Optimism for Spring Season
Is Reigning Factor in All
Establishments.

Salt Lake merchants have been all smiles during the past few days in an

Park Valley

Fruit and Farm Lands

\$15.00 to \$25.00

PER ACRE

of mostly of middle class and professional families, many of them Mormon. The majority of the homes remain intact. Over the years most of the changes made to the original houses were either a room addition or garage, to meet the needs of the growing families. No major remodeling was noted on most of the original houses. The original saplings planted by Kimball & Richards in 1910, have since grown up and now line the roads in this quaint suburb. (See Slides #73,74,75) One can definitely tell when you leave the subdivision, especially crossing over 2700 South as you enter the seemly barren subdivision across the street. I believe Kimball & Richards was very successful in carrying out their idea of a planned suburb, emphasizing the landscaping, lot size and situation, and preserving the integrity of the subdivision with one of the first building regulations in the Salt Lake community.

Footnotes

- 1) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, pg 76 .
- 2) Andrew Jenson, LDS Bibliographical Encyclopedia, Vol IV. pg 700 .
- 3) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, pg 76 .
- 4) Ibid., page 78
- 5) Salt Lake Tribune, April 27, 1919 page 13.
- 6) Ibid., page 13
- 7) Ibid., March 27, 1910
- 8) Ibid., June 5, 1910
- 9) Ibid., March 27, 1910
- 10) Ibid., June 2, 1912
- 11) Ibid., June 9, 1912
- 12) Ibid., June 25, 1913
- 13) Ibid., September 21, 1917 page 15
- 14) Ibid., September 21, 1917 page 15
- 15) Ibid., May 1, 1910 page 24
- 16) Ibid., October 1, 1916
- 17) Ibid., October 1, 1916
- 18) Ibid., May 18, 1913 page 21
- 19) Ibid., May 17, 1914
- 20) Ibid., June 9, 1912
- 21) Ibid., March 23, 1917 page 23
- 22) Ibid., May 18, 1913 page 21

Footnotes(cont.)

- 23) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, pg 76 .
- 24) Salt Lake Tribune, April 10, 1910
- 25) Ibid., March 20, 1910
- 26) Building Permit Records, 1910-1926, Utah Historical Society.
- 27) Salt Lake Tribune, May 3, 1914
- 28) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, page 80.
- 29) Ibid., page 80.
- 30) Salt Lake Tribune, May 15, 1910
- 31) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, pg 76
- 32) Ibid., page 78
- 33) Deborah, Temme Woolley archives, Special Collections
Marriot Library, University of Utah.
- 34) Salt Lake Tribune, March 9, 1913 page 22
- 35) Interview with Mary Crowther, May 6, 1989
- 36) Ibid.
- 37) Ibid.
- 38) Andrew Jenson, LDS Bibliographical Encyclopedia, Vol IV. (Stayner Richards)
- 39) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, page 181
- 40) Salt Lake Tribune, June 1, 1913
- 41) Ibid., April 27, 1919 page 13
- 42) A/P Associates Planning and Research, Salt Lake City
Architectural/Historical Survey - Southwestern Survey Area, page 80.

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- 1) A/P Associates Planning and Research, Salt Lake City Architectural/ Historical Survey-Southwestern Survey Area, Prepared for Salt Lake City Planning Commission and Salt Lake City Historic Landmark Committee, 1985. Library Office, Utah Historical Society, Salt Lake City, Utah.
- 2) Jensen, Andrew, LDS Bibliographical Encyclopedia, Vol. IV.
Andrew Jenson Memorial Association, Salt Lake City, Utah 1936
- 3) Kimball & Richards, Utah Architects File Preservation Office,
Utah Historical Society, Salt Lake City, Utah
- 4) McCormick, John, Salt Lake City-"the Gathering Place",
Windsor Publications, Inc. Woodhills, Calif. 1980
- 5) Salt Lake City Directory, 1910-1926, Library Office, Utah Historical Society, Salt Lake City, Utah
- 6) Salt Lake City Tribune, 1910-1926, Microfilm, University of Utah,
Marriot Library.
- 7) Sanborn Maps, University of Utah, Marriot Library, Special Collections
originally mapped 1916, revised 1940.
- 8) Taylor Woolley, Utah Architects File, Preservation Office, Utah Historical Society, Salt Lake City, Utah.

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- 9) Temme, Deborah, Woolley Archives

Manuscript, University of Utah, Marriot Library, Special Collections Item
#452, March 1, 1980.

- 10) County Records Office, Salt Lake County Building, Salt Lake City, Utah

Bibliography of insert(cont.)

9) page 11. Salt Lake Tribune,

#13) Oct. 29, 1911 pg 22.

14) March 23, 1913 pg 23

15) May 4, 1913 pg 21

16) April 6, 1919 pg 21

17) March 9, 1913

18) June 8, 1913 pg 20

19) April 29, 1911 pg 21

10) page 15, Ibid., April 27, 1919 pg 13

11) page 16, Ibid., 20) March 9, 1913

21) Oct. 1, 1916 pg 16

22) March 11, 1917

23) April 24, 1921 pg 23

Bibliography of Inserts

- 1) page 3, Salt Lake Tribune, April 3, 1910
- 2) page 4, Ibid., June 29, 1913 pg. 22
- 3) page 5, Ibid., #1) May 5, 1915
 - 2) May 24, 1910
 - 3) March 13, 1910
 - 4) March 13, 1910
 - 5) June 12, 1910
- 4) page 6, Ibid., #5) July 31, 1910
 - 6) Sept. 7, 1919
 - 7) May 7, 1911
 - 8) July 5, 1914
 - 9) July 26, 1914
 - 10) June 12, 1910
- 5) page 7, Ibid., April 10, 1910
- 6) page 8, Ibid., #11) June 9, 1912
- 7) page 9, Ibid., May 31, 1914
 - #12) April 30, 1911 pg 26
- 8) page 10, Deborah Temme, Woolley archives,
 - #1) First Floor Plan for Richards & Kimball
 - 2) Second Floor Plan
 - 3) Five Elevation views of brick house designed by Taylor Woolley in 1914 for Kimball & Richards.
 - 4) Sectional view